

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXII.

NEW YORK, FEBRUARY 19, 1908.

No. 8.

## *Picking and Getting the Best Dealer*

When we get you the One Best Dealer in each town and city, we do it because back of Advertising we have a Selling Plan of which Advertising is one part.

We use that part for all it is worth, but only *as a part* of salesmanship.

We are as much a salesman as any traveler who packs his samples and goes out on the road for you, but we furnish something a salesman can't:

A Plan that makes selling easier because it appeals directly to the retailer.

*He can see the results beforehand.*

Do you want the proofs that we have accumulated?

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### **Bates Advertising Company**

CONVERSE D. MARSH, Chairman Executive Committee

15 Spruce Street, New York City

# The 1908 Edition of

## ROWELL'S AMERICAN NEWSPAPER DIRECTORY

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will be issued on May 15th. It will contain ratings of copies printed by the newspapers and periodicals of the United States and Canada during 1907. Until the Directory is published the figures showing circulations during 1907 will be unavailable from any other source. Orders for the Directory which are entered *now* will receive first attention in May. The price is \$10, expressage prepaid. :: :: ::

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**Printers' Ink Publishing Co.**

10 Spruce Street    ::    ::    New York

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A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 20, 1893.

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## THE EFFECTIVENESS OF "OUTSIDE" AD MA- TERIAL.

GOOD ADVERTISING MUST BE BASED UPON A KNOWLEDGE OF THE MERCHANDISE—HOW THIS KNOWLEDGE MAY BE ACQUIRED AND EXERCISED—ONE OF THE METHODS OF PREPARING RETAIL "COPY" IN FRESH, UNHACKNEYED FASHION—ESPECIALLY HELPFUL IN WRITING THE DIFFICULT PARAGRAPH HEADINGS.

### *First Article.*

Every department and large retail store advertiser knows that the most important part of a large ad is, not the general introductory, effective as that may be when well written and properly applied, nor even the typographical arrangement of the ad, but the brief, apparently insignificant, paragraph heading—those few preparatory lines which precede every description and serve either to explain the reason for the low price (the price is always supposed to be low) or assist in the description of the goods in point, or else do both of these.

And equal with the importance of their frequent employment is the difficulty with which these paragraph headings are pleasingly prepared; for, while in the general introductory a wide range of subjects and variation of style is permitted, in these briefer heads over the different offerings, the ad man must adhere to certain technical facts which so often recur even in the course of a single day that in his efforts to clothe effectively and attractively these meagre, non-elastic facts

his vocabulary, style and enthusiasm must soon exhaust itself. It is in this direction, where it is so much needed, that the principle of "outside" ad material becomes of the greatest value.

What is known as, or has been called, "outside" ad material in retail advertising is, in some respects, very similar to the broader principle of "incident" in general advertising. But, while that theory permits of the inclusion in an ad of any incident or happening in the shape of a comparison, metaphor, or simile, relative of some actual event or fact which may or may not be extraneous to the subject matter of the "copy" in course of preparation, but which always serves by contrast, antithesis, suggestion or direct illustration to make more clear the purpose of the ad, the idea of "outside" ad material generally restricts itself, or should do so, to facts which are directly related to the merchandise under treatment. Its purpose is to add interest to an ad, though in a manner calculated to give impulse to any unformed desire in a reader's mind to possess the merchandise which is the subject of the ad. Considered in this light, its name seems really to belie its character, for, rather than being "outside" advertising, it becomes the most direct kind of "inside" information. Yet, when compared with the average retail "copy," it can readily be seen why this form of advertising matter has come to be known as "outside" material.

In this way, it is different from a form of "copy" which has been discussed in these columns under the term of "store news." The purpose of this "store news"—

described as a character of semi-private information calculated to excite public interest in a store through revealing flashlights of its bigness, complexity, or other unique feature not generally known to the public, and entirely aside from purely and evidently selfish information—is solely to add a fresh touch to copy which has become stale and flat. On the other hand, while the object of

uses, and both may be effectively exercised in the same ad, although, if it were necessary to make a choice, perhaps, in at least those houses where space is a serious consideration, "outside" ad material would be found more directly resultful.

But to successfully apply this principle to every-day retail advertising means a great deal more and deeper thinking than many

**A Regular Brooklyn Bridge Over the No-Work Periods Between the American Factory & the American Home**

**IS THIS AUGUST FURNITURE SALE**

**Tomorrow Will Be Paris Day in the Wanamaker Celebration**

**THE MILLINERY DISPLAY**

**JOHN WANAMAKER**

"outside" material is to lift an ad above the mundane plane of ordinary retail advertising, its primary object is to form a peg upon which may be hung a substantial merchandising argument, or, indeed, to furnish in itself both peg and argument. Thus, it may be termed "applied advertising," while "store news" falls more readily into the unapplied class. Both styles have their

advertisers now put into their work. This is, perhaps, a main reason why the idea is not more generally employed. The practice or habit of shallow thinking and consequently shallow reasoning and writing is far too prevalent, at least in retail advertising circles. Too much stress is laid nowadays upon "smart" or "twisted" wording and "funny" illustrations and not nearly

(Continued on page 6.)





At a recent dinner of advertising men New York's most influential editor said, "He is a good advertising man whose words suggest more than they say. If you can make the reader think four agate lines for every one that you write you have obtained three lines gratis."

Every advertiser in THE LADIES' HOME JOURNAL gets free advertising. The unique interest of the surrounding editorial matter, the high ethical tone of our advertising columns, the unabused confidence of our six million readers are present for the aid and success of each advertisement.

If you doubt the force of our reasoning you ought to hear from our Advertising Department, or from our advertisers themselves, the wonderful story of results obtained in our advertising columns.

More than a million copies each month.

THE CURTIS PUBLISHING COMPANY  
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

BUFFALO

enough upon the free exercise of ordinary common sense.

An analytical study of current ads gotten out by many department stores puts one in mind of a general resumé of the situation in the retail advertising field, which appeared early in the year in a trade paper:

"There seems to be (in retail advertising) no fixed standard, no high or abiding code of ethics to discountenance 'fake' sales, 'fake' advertising and 'steals.' Advertising everywhere seems to represent only the individual views of individual ad men, and these are mostly and evidently governed by the actual or imagined needs to meet unfair and unprincipled competition. This condition of mediocrity is due, also, in a great measure, to the fact that advertising is still in the gristle, that its ranks are too much filled with men who have come there through circumstance, propinquity, service, etc.; men who are not widely read and who do not now read widely, and who, therefore, lack the literary ability, versatility and touch to make their ads sparkle and live; men of the old school, embedded in their own crusted, cumbersome personalities, who have no ideas of their own, and who do not see the lack nor the need of ideas and who will not consider ideas..... Then, there are, too, the younger men, who hold such positions by virtue of personal assurance and despite the lack of other qualities referred to above, because there is a great scarcity of the right material, and because, very often, this right material cannot extract the right wages from the short-sighted merchants in retail lines."

The retail store advertiser should be an able merchandise man. That is, he should know thoroughly the different lines of merchandise which he is called upon to advertise. Not only should he be able to recognize and describe the technical finish of the goods, but he should also be familiar with their process of manufacture and know something of their peculiarities, uses and limitations, and thus be equipped to weave in the little paragraph headings referred to above (which now consist generally of merely a set description of the goods, a statement of the regular price and some impossible reason for the reduction, if there is any) a sentence or two of a broader interest than usually find their way into the advertising of the average retail store.

In large department stores all

descriptions of goods, prices and the like are sent to the advertising department in response to requisitions made out by the advertising manager and distributed among the several departments. This "buyers' copy," as it is called, is conspicuous mainly because of its triteness. It abounds in such phrases as "much wanted colors," "the greatest sale ever," "unprecedented bargains," etc., and it is generally devoid of any helpful information regarding the incidents of the purchase, if the purchase is one which brings about special price-concessions, or some interesting bit of news relative to the production or the composition of the goods to be advertised.

As a source of information, therefore, it is plain that "buyers' copy" cannot be depended upon to any extent. The advertiser must rely almost solely upon his own knowledge of merchandise. This knowledge is to be gained only through long intimacy with merchandise, travel, personal quizzing of buyers and clerks and careful studying of the more authoritative trade journals, such as the *Dry Goods Economist*, *Haberdasher* and others of recognized standing in their respective fields. A judicious exercise of these means would be found to result very satisfactorily in a gradual acquirement of a thorough technical knowledge of merchandise, which should be soon reflected in a broader, more interesting and consequently more resultful character of advertising.

The modes of applying directly this technical touch are various. In New York, for example, and other localities where newspaper rates are so high as to generally prohibit the employment of any "copy" not absolutely essential to the sense of the ad, the application must be very subtle and confined to as few words as possible. Although, as a very strong evidence of the high regard in which this principle of "outside" ad material is held by well-known advertising men, it may be recalled that the Siegel-Cooper Com-

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# Seven Years' Growth in Magazine Advertising

**D**URING 1907 the four magazines which led all others in volume of advertising for the full year—Collier's, Saturday Evening Post, Outlook, and Review of Reviews—published a total of 1,684,629 agate lines, as against 1,122,819 lines during 1901. This gain of 561,810 lines in seven years illustrates the increasing recognition by national advertisers of the value of the Weekly and Monthly Magazines.

## NOTE

The Outlook is the only one among all the great national publications which in volume of advertising has had a place among the First Four in every one of the last seven years. The four leaders during seven years are as follows:

1901	1902	1903	
OUTLOOK	McClure's	S. E. Post	
McClure's	OUTLOOK	McClure's	
Rev. of Reviews	Rev. of Reviews	OUTLOOK	
Munsey	Munsey	Collier's	
1904	1905	1906	1907
Collier's	Collier's	Collier's	Collier's
McClure's	McClure's	OUTLOOK	S. E. Post
S. E. Post	S. E. Post	McClure's	OUTLOOK
OUTLOOK	OUTLOOK	S. E. Post	Rev. of Reviews

During 1907 The Outlook published an average of 150 magazine pages of advertising per month

## The Outlook

287 Fourth Avenue, New York

Western Office, 1436 Marquette Building, Chicago

pany, department store, New York, not many months ago published, despite the high advertising rates obtaining in New York, an extensive series of ads based entirely upon a theme quite foreign to department store activities, but applied in a peculiarly effective fashion to a series of "Tuesday Bargain Day" ads which that house was then inaugurating. Another New York house to show its belief in this theory of broad advertising is the Wanamaker Store, who put out during last spring and early summer many ads which were fairly alive with "outside" interest, grouped under such heads as "What's What in Cotton," "It Is Our Duty to Harp on This Cotton Question Until New York Women Realize What It Means to Them," "What a Fine Thing Is Pure Linen," "Things Women Should Know About Cotton," etc., etc., all of which dealt in a masterly way with the inside situation in the cotton and linen markets, presenting the most technical facts and figures to the reading public, in a manner so simple that no woman no matter how slight might be her knowledge of business affairs, could fail to realize the importance of buying cotton when the market was low, of avoiding cheap linens, and, finally, the wisdom of buying at the store which had the courage to give this helpful advice and expose these frauds so current in retail merchandising.

Few other New York stores have had the intrepidity of these two houses. A number of the leading advertisers claim to have little faith in the theory of broad advertising, while others, when approached upon the subject, merely shrug their shoulders and make some remark to the effect that the firm "won't let them," which, together with a lack of the necessary knowledge and ability to effectively carry out its true idea, is evidently a main reason why this style is not more frequently followed in the advertising of the other New York stores.

ALPHONSUS P. HAIRE.

#### COURTESY IN BUSINESS LETTERS.

Besides good English, there are other points in which business letters are commonly lacking and the greatest deficit is that of courtesy. Indeed it might be said that courtesy requires good English or at least sufficiently good to be understandable. It surely cannot be courtesy to make your correspondent decipher your ideas as did Champollion the Rosetta stone.

A great many people think they are courteous when they are only polite, and a lot more think that courtesy consists in saying "we beg leave" or "your esteemed favor" or something of that sort.

Courtesy is really regard for the rights of others and it manifests itself unconsciously. If you haven't courtesy in you you can't counterfeit it in a letter. But it is easy to acquire courtesy—just put yourself in the other fellow's place and then treat him as you would like to be treated.—*Silent Partner.*

#### SAGACITY.

"The largest clothing advertisers in this country began their campaign in the season of 1893-4. Instead of experiencing a decreased volume of business, like others in their line, they had an increase of 22 per cent for the year. They have never ceased advertising since. The head of this house said in November, when the financial stringency was at its height: 'Now is the time to advertise, we really have not needed our advertising in recent years for we have not been able to fill our orders.' He then smilingly added, 'Watch and you will see most of them curtail their advertising appropriation at the very time they should increase it.'—George L. Dyer, in *Daily Trade Record.*

OTTAWA, Feb. 6.—The following was given out by the postoffice department to-day: "An amendment has been made to the convention negotiated between Canada and the United States as regards the postage paid on daily papers. Daily newspapers now charged four cents a pound will in future be one cent a pound. Weekly newspapers and periodicals remain the same—4 cents a pound.

#### DEMAND WILL BE SMALL.

Emery wheels are now used for opening letters—by grinding off the end. The demand is not likely to be much increased, however, as the opening of letters by machinery is, so far, confined to the big mail-order houses whose wide-spread advertising brings them thousands of letters each day.—*Selling Magazine.*

#### NO, NOT FOR 10 PER CENT.

But a few years ago, where one advertiser succeeded ninety-nine died poor. The good agents of to-day have nearly reversed this condition, but they don't work for ten per cent.—*Advertising Chat.*

## MEN WHO "NEVER FAIL."

The advertising tipsters on the races, in their published announcements, would always strive to make the public believe that they had a monopoly in the tipping of winners, and could not possibly, by any means, pick losing horses. In many other lines of business the same thought prevails. It has even reached the advertising agent and the advertisement writer. Whatever confidence they may have in themselves they make it a point to attract public confidence by a frequent recital of their successes.

The agent, the writer, the illustrator will furnish you with references to firms with which they are doing business and for whom they are making, or have made, successes. To the uninitiated the presumption would be that these people never failed to give full satisfaction to those employing them, but that is really not the case—far from it. The chances are that their failures to "make good" more than offset their claimed successes.

How often do you read of an agent losing an account, an advertising writer changing his job, or a commercial artist "making a change"? Is it always for their own benefit? Not much. It is because they and their work, or their methods, have not given satisfaction in that particular instance. Does the agent, the writer, or artist announce the fact? Not much. Nobody seems anxious to admit defeat—it is not in human nature to do so—but it is human to lay heavy stress upon one's successes.

Practically speaking, men who "never fail" have not yet been born, and those who have failed and are willing to admit it are mighty scarce.

Modesty is not a bad thing in advertising. It is even better than brag, because it carries an air of candor with it. Experienced people have an instinctive distrust of those who claim too much.

It is a fact that has been proved time and time again, that

the best equipped agency, the most original and forceful writer, and the most skilful illustrator have failed—many times failed—to satisfy those employing them. This is no disgrace,—to be concealed. It is simply one of those stubborn facts frequently met with in business, and seldom capable of proper explanation. The work performed may have been really meritorious, but it did not meet the ideas of the individual or firm for whom it was done, and consequently the advertising man "lost the job." Of course he does not have to advertise his failure, but by implying in his own advertising, that he "never fails," is he not playing tag with the truth?

It is not disputed that THE RECORD-HERALD has a larger net sold circulation than any other two cent paper in the United States, morning or evening, and it is the only morning paper in Chicago which freely gives detailed information as to its circulation.

### German Families are Large

and large families are large consumers. Think what a quantity of goods the 140,000 or more German Families consume that you reach by advertising with us. Rate, 35c. flat. Why not let us run your ad in the

## Lincoln Freie Presse

LINCOLN, NEB.

## WITH ENGLISH ADVERTISERS.

One of the most curious contrasts between English and American advertising is found in the difference between the publicity for articles of every-day household consumption. The contrast between English and American dry-goods advertising is not nearly as marked as was the case a few years since. It is true that we have no advertising quite like the Wanamaker advertising here, but we are traveling towards it and are giving prices more and more instead of talking generalities; and in regard to furniture, the habit is growing of illustrating the articles offered for sale. The difference that still exists in dry-goods advertising may possibly be accounted for by the difference between the two peoples. In the American advertisements a certain number of a given article or articles is offered for sale at a special price, on a particular day, and as this is done persistently year after year it looks as though American ladies walked straight in and asked for the goods advertised. Our English ladies, on the contrary, prefer to go to a store, turn it upside down, discover what there is and then buy some things that they do want, and in many cases, I am afraid a good many things they do not, because they are cheap.

Then, again, with regard to men's tailoring. In some cases these are illustrated, but the wording consists in the case of the better-class tailors of statements as to style and fit, and as regards the cheaper firms, the great point made is cheapness. We have never had here any such advertising as that which appears in *Munsey's Magazine* for "Sincerity Clothes" or Kaufman "Pre-Shrunk Garments."

As regards boots again—everyone here was greatly excited a few years ago about the American invasion of the English market, but now the thing can be seen in its true proportions. A good deal was learned by Eng-

lish boot manufacturers with regard to appearance and methods of making, and they assimilated just the points they required and which suited our markets and tastes. Things have now reverted practically to their normal condition, and, looking at the situation as a whole, it is pretty clear that, after all, John Bull was neither so conservative or so stupid as he is accused of being.

If one compares English advertising with American advertising the first impression will doubtless be that one is far smarter than the other, but this does not by any means prove that the one is necessarily superior to the other for us. Roughly, it is true that the English people are rather slow in their movements, and that they have a certain amount of distrust of trickiness of phrase, and curt ingenuity of wording. The more one has to do with press publicity here, the greater becomes the conviction that the most permanent and lasting impression is created by a plain story, simply and directly told. This does not by any means exclude force, originality, persuasiveness and convincing power, but you do not help yourself in the English market by slanginess, catch-phrases, and what is known in the States as "ginger."

With regard to Food advertising—it is curious to observe the difference that exists. Breakfast foods seem a great institution over there. We know nothing here about Cream-of-Wheat, and its name must be marvelously familiar to our cousins on the other side if a whole page illustration with the name of the article printed on the page of an open book or on some building blocks, is sufficient to keep the sales up. Quaker Oats have become a household word here, whilst H. O., which was vigorously pushed at one time, is nothing but a faded or dead memory. Grape Nuts pushes along on similar lines to those adopted on the other side though no one but the manufacturers can tell how far our people are acquiring the

Grape Nuts habit. Incidentally, one might mention that Postum Coffee is not advertised here and we are not familiar with and terrified by the lurid stories, as to the dangerous effects of coffee drinking. The reason is, I presume, that we are not, as a nation, coffee drinkers, and for some reason or another, tea is more and more usurping the place of coffee as a national beverage.

Cocoa, on the contrary, does not seem to create the enthusiasm elsewhere that it does here. Fry's, Cadbury's, Rowntree's, Van Houten's, Dr. Tibble's Vi-Cocoa, and several others are almost universally used in middle-class families. One is disposed to trace the enormous dimensions of the cocoa sales to the influence of doctors, who have for so many years been urging its superior healthfulness to either tea or coffee and tells them, perhaps, to drink it. If that be the true explanation of the popularity of cocoa, it is certainly a great medical triumph to have changed our national habits.

With the possible exception of Vi-Cocoa there is very little "Reason-Why" copy used in connection with cocoa advertising. Pictures and a few words seem to do all that is required, and one now never sees the elaborate tables of calculations demonstrating the superior food value of cocoa, such as were used a few years ago here. This is all ancient history now, but at the time it did seem to me as a student of advertising singularly irrelevant to the issue, because in the first place, cocoa drinkers take it as a beverage, and not as a food, and in the second, the amount of nutriment obtained from a half-spoonful or a spoonful of dry cocoa cannot be very great.

Another luxury English people are not at all familiar with is the great national American dish, pork and beans. It really makes one's mouth water to read the brilliant description of Van Camp's pork and beans and that of the Snider people. Doubtless pork and beans are obtainable

here in tins, but this particular dish has never been exploited here, and it would be interesting to know the result if this were done. If the experiment were ever made no better copy could be used than the Van Camp copy or that of the Snider Preserve Co. In both cases you have straight, clear common-sense talk, the point of which any one can see. One can hardly compare the two copies, because they run on such different lines. Van Camp's assume that pork and beans are right, and that their brand is perfection, whereas the Snider Company starts from the basis that every other way of preparing beans except their own special process is wrong, and they do this with a great deal of strength. It is impossible to resist the conclusion that if Englishmen could be converted to eating pork and beans that such advertising as that under discussion would do the trick.

Armour's apparently, in the States, occupy the position that Bovril or Lemco does with us, but the methods adopted are very different. It is possible that were either of the English advertisers mentioned to adopt the Armour method it would be unsuccessful, but it would be interesting to see what success rewarded something similar to Armour's advertisement in the January *Munsey's*, "Simple Methods of Soup Making." Obviously, Messrs Armour's object right through the year is to keep a bottle of their extract of beef in every household without any break, and to get it used as a regular component of innumerable different dishes, and the recipes are very seasonable. Of course, I know that English firms issue books of recipes, but these recipes do not go as straight to the casual reader as does the Armour advertising, so that the housewife is forced to feel that her temporal and eternal salvation depends on getting a jar of Armour and using it as quickly as possible.

A curious duel is now going on between Bovril, and a preparation



known as Juvis. The Juvis claim, as stated by them, is that you "Simply drop a 1d. tablet of 'Juvis' into a breakfast cup of boiling water to make a most wholesome, delicious, beef tea, improved by valuable vegetable additions," and great play is made of the penny a cup idea. Clearly, if Juvis can be sold for a penny it becomes a serious rival to Bovril, the smallest bottle of which costs 2½d., and they have shown their annoyance by an advertisement headed, "Warning!" This goes on to say "What are the cheapeners used in the manufacture of so-called beef-teas in penny tablets and fluid extracts? One is an admixture made from Yeast, 'a fungus growth,' and a waste product from the process of fermentation—therefore cheap. Bovril is *all* beef and stands for purity. Insist on Bovril."

It is proverbially unwise to exhibit your irritation in your advertising, though at the same time it is difficult to keep calm and cool if you feel that an unfair advantage is being obtained. What made the path of Juvis easy was the fact that it had no difficulty in getting on to the English market, because it is made by a firm one or another of whose products is found in most grocers, corn-chandlers, and stores in the kingdom. Juvis has not been left in possession of the penny field for Lemco has put on the market a penny preparation known as Bifti which they describe as "real beef, solidified into penny tablets. The fibrin and other valuable elements are retained; so are the rare beef juices. In Bifti you get all the best of the beef, condensed in handy tablet form ..... Better than ordinary beef tea; as much better, in fact, as rich, full cream milk is better than skimmed."

For several months Bovril had a competition running. It was to give the correct pronunciation and decide whether it should be Bo-vril or Bov-ril, and money prizes were offered for a forecast as to the majority by which the preferred pronunciation headed the poll. By a very heavy ma-

jority the British public decided it should be Bov-ril, in spite of the fact that some years ago a lot of money was spent in advertising the rejected form.

F. W. SEARS.

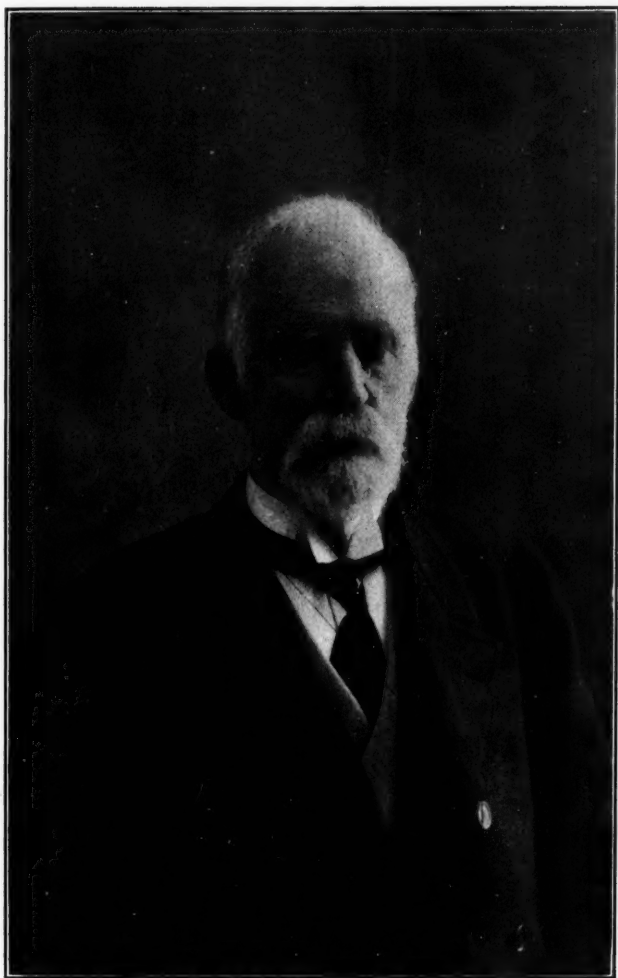
On the opposite page there is reproduced a photograph portrait of Mr. George P. Rowell, founder of the American Newspaper Directory and PRINTERS' INK, taken in Rome January 28, 1908, in the seventieth year of his age, and during the fortieth annual revision of the Directory under his supervision. Mr. Rowell's definition of newspaper circulation is copies printed sufficiently perfect for service to a subscriber or sale on a news-stand. Other and more detailed information as to the disposition of copies, is doubtless of interest to advertisers, but is not of much account when information as to the number issued cannot be obtained. In the American Newspaper Directory was inaugurated, in the year 1869, the first effort ever made to ascertain and make known the editions issued by newspapers. As a thousand copies is the advertiser's unit of value, no attempt has, in recent years, been made to specify the precise issue of papers that do not print so many as a thousand; and as barely one in four reaches so large an average issue, the information conveyed by the Directory has application to those only that do reach a greater distribution, these being the only ones with which general advertisers find it profitable to have dealings.

#### DOES IT PAY?

Does what pay? Why advertising, making improvements, or adopting new methods for extending trade, establishing bread agencies, etc.

The answer to this is, *It pays if you make it pay.* It is a fact that some bakers who insert an advertisement in a paper expect it to bring all the trade, and some expect a machine to do all the work because they paid for it. Hundreds of bakers have made it pay. Perhaps a few haven't, but it was their own fault, probably owing to neglect in one direction or another.—*Bakers' Magazine.*





MR. GEORGE P. ROWELL,  
Founder of "Printers' Ink" and Rowell's American Newspaper Directory.

## PROMOTING PROSPERITY.

The late unpleasant stringency of "real" money developed some unique plans to assist in restoring confidence and normal business conditions among some advertisers who could see no good cause for a long period of depression. The Sherwin-Williams Co., large paint and varnish makers, in Cleveland, were among the first manufacturing concerns to take up the battle for good business. This company, like many others, was obliged to take some of its men off their territories during November and December. Unsettled conditions and a scarcity of currency made this necessary. Early in December, however, it was decided that the sales force would go out to the man just as soon as the holidays were over and the trade could think of spring business. Some advertising and promotion helps were decided upon and carried out as quickly as possible.

The first step in the campaign was a bulletin from the vice-president and general manager, Walter H. Cottingham, direct to the salesmen. This was designed to inspire confidence in the representatives—to renew their courage and enthusiasm. It was entitled "Marching Orders" and contained the following:

"The way to get business is to go after it." This is to be the battle cry of the delayed campaign about to begin, and these are your marching orders.

We will commence January 6th the fight of our lives. Some of you have been in enforced idleness for two months, and we want to make it up and I believe we can. Attached to this bulletin you will find our views of the recent upheaval in business. We have come to the conclusion that the time has arrived for action. I never was more confident of anything in my life than I am that now the command has been given, we will make good. We must make good. The conditions warrant our making good.

We have left our trade alone for two months and their stocks have been running down. It's time they got ready, as well as we, for the trade that can be had by going after it right. We don't deny that it may be a little harder to get for a while, because of the lack of courage and confidence that will continue to afflict the timid for a

time, but it's up to you, by your own confidence, energy and enthusiasm, backed by knowledge and intelligence, to inject sufficient nerve into your trade to induce their usual liberal orders.

We are ready to help you and to help our trade to the fullest extent of our ability and capacity. We are dead in earnest in our intention and determination to make the 1908 campaign the greatest of them all.

Attached to this bulletin was a statement on the recent panic—its causes and results.

This bulletin brought out a remarkable demonstration of loyalty, enthusiasm and confidence. Over 200 letters were received from salesmen, assuring Mr. Cottingham of their ability to meet existing conditions and of their faith in the country at large.

The article on the recent panic was given to various trade journals, and the press published the fact that the sales force would return to their territories, so that the trade was aware from outside sources of the attitude of this company and its confidence in the future.

To equip salesmen with ammunition, a special number of the "Chameleon," the house organ published monthly by the company for the office and sales staff, was published, showing opinions of leading business men from all sections of the country on the situation and outlook. There were also a few words of encouragement from all district and division sales managers; some enthusiastic extracts from letters written to the general manager by the salesmen on their return to work; facts and figures to talk; personal letters received from some of the big men of the country and other helpful information.

The salesmen were also supplied with special advance postal cards for use in January and February. These caused considerable comment—much of it good-natured chaff which helped to dispel fear and uncertainty felt in some quarters.

The December number of the "SWP," the house organ the Sherwin-Williams Company pub-

lish for its agents, was on the press when the decision was reached to return the salesmen to their territories. Two pages of matter were lifted from the forms and the following article set in 18-point type:

### THE BOOSTERS' CLUB.

You are a member of our Boosters' Club.

It's a club to "boost" business.

There's to be a mighty effort to make business resume its natural proportions January 1, 1908.

All the business industries in the country are united in the effort.

That includes you. It includes us.

Our representatives will go out on their territories immediately after New Year's Day.

We propose to go right on just as if there never had been "tight money." There is absolutely no reason why business should not be as good in 1908 as in 1907. In fact, there are reasons why it should be better. The great mass of the people have more money—crops were good—the demand for all sorts of manufactured products was never better.

Just catch this spirit of determination and confidence and the first of March will see better conditions than this country has ever seen before.

In other words—"Boost."

Think good business—talk good business—wear the happy air of prosperity and join the mighty forces that are boosting.

Don't wait to see how it's going to come out.

The success of the plan is the success of next year's business.

Be an active member of the Boosters' Club.

This was followed by a letter from the "Little Paint Man," a character that the company features in its advertising:

By Jove, this financial situation is surely the worst case of looking for trouble I believe I ever saw. Reminds me of the story I once heard of an old maid.

This O. M. was found one day in tears—positively crying to beat the band. She was asked what the trouble was.

"Oh," she wailed, "I might get married some day."

She was told to cheer up as there was no imminent danger.

"Oh, but I might, and then I might have a beautiful son some day." Nobody around there could see anything so terrible in that. "But suppose," she added, "his nurse were careless and he were to fall into a well that might be somewhere around, he might be drowned."

There you see, she had a bunch of trouble almost as good as the real thing.

Moral: Don't look for trouble, because you'll find it.

P.S.—I'm a charter member of the Boost Club. COME ON IN, IT'S GREAT.  
THE LITTLE PAINT MAN.

Suitable enclosing slips for use in correspondence with the trade were supplied all departments. These were similar in general style to the advance postal cards used by the salesmen.

The result of this work together with a direct mail campaign to prospective buyers and the work of the salesmen are astonishing. In some sections the gain in sales over the same period of a year ago is more than thirty per cent. The total business of the entire company was larger in January than that of last year. The prospects for increased business are brighter each day.

The concerns who turned their advertising to the actual conditions of the country and have kept up the battle have no cause to regret their action.

D. G. NEWTON.

### WHERE THE PRINTER WORKS.

[To our advertising friends: These are only a few of our styles of type.—Adv.]

Scorn not the humble printer man;

His work is pretty hard.

Besides, he does the best he can

To help the foolish bard.

The printer's lot is not a pipe.

No wonder he gets vexed.

I want this line in Jensen type

And this in Caslon text.

This pretty style is Ecstacy;

This is Deviance slope.

And this is Gothic, straight and clear;

This Blanchard. Printer, grape!

Let this line in long primer stand,

Italics thus incline;

This line is good old mission, and

This is an agate line

So do not scorn the printer man.

Whose labor is so hard.

He does the very best he can

And cusses at the bard.

From the "funny" column of the *Evening Mail*, the breeziest in all New York.

# A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1907 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1907 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1909 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (\*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

## ALABAMA.

**Birmingham, Ledger, dy.** Average for 1906, 28,419. Best advertising medium in Alabama.

**Montgomery, Journal, dy.** Aver. 1906, 9,844. The afternoon home newspaper of its city.

## ARIZONA.

**Phoenix, Republican, Daily aver.** 1907, 6,519. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

## ARKANSAS.

**Fort Smith, Times.** Evening (except Sat.) and Sunday morning. Daily average 1906, 4,228.

## CALIFORNIA.

**Oakland, Enquirer.** Average 1907, 28,429; January, 1908, 49,052. Largest circulation in Oakland guaranteed.

## COLORADO.

**Denver, Post.** The trail of the mighty dollar leads from the West. Start it your way with a Wantad in the Post. Cir. dy. 59,606, Sy. 84,411.

**The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.**



## CONNECTICUT.

**Bridgeport, Evening Post.** Sworn daily, year 1907, 11,945. Sworn daily, Dec., 12,478.

**Bridgeport, Morning Telegram, daily.** Average for Jan., 1908, sworn 12,078. You can cover Bridgeport by using Telegram only. Rate, 1½¢. per line, flat.

**Meriden, Journal, evening.** Actual average for 1906, 7,580. Average for 1907, 7,748.

**Meriden, Morning Record and Republican.** Daily average 1906, 7,672; 1907, 7,769.

**New Haven, Evening Register, dy.** Annual sworn aver. for 1907, 15,720; Sunday, 12,104.

**New Haven, Palladium, dy.** Aver. '06, 9,549; 1907, 9,542. E. Katz, Special Agent, N. Y.

**New Haven, Union.** Average 1907, 16,548. E. Katz, Sp. Agt., N. Y.

**New London, Day, ev'g.** Aver. 1906, 6,104; aver. for 1907, 6,547. Gives best results.

**Norwalk, Evening Hour.** Daily average guaranteed to exceed 3,800. Sworn circulation statement furnished.

**Norwich, Bulletin, morning.** Average for 1907, 5,920; 1906, 6,557; January 1908, 7,488.

**Waterbury, Republican, morning and Sunday, 1907 av.** 6,538 daily; 4,400 Sunday.

## DISTRICT OF COLUMBIA.

**Washington, Evening Star, daily and Sunday.** Daily average for 1907, 85,486 (© ©).

## FLORIDA

**Jacksonville, Metropolis, dy.** Average 1907, 10,880. E. Katz, Special Agent, New York.

## GEORGIA.

**Atlanta, Journal, dy.** Av. 1907, 51,144. Sunday 56,882. Semi-weekly 68,275. The Journal covers Dixie like the dew.

## IDAHO.

**Boise, Evening Capital News, d'y.** Aver. 1907, 5,565; Actual circulation, Dec. 31, 1907, 6,070.

## ILLINOIS

**Aurora, Daily Beacon.** Daily average for 1906, 4,580; 1906, 4,454; 1907, 6,770.

**Calro, Citizen.** Daily average 1st 6 months, 1907, 1,585.

**Chicago, The American Journal of Clinical Medicine, mo.** \$2.00, the open door to the American Doctor, and through him to the American Public. Av. circula'n for past 3 years, 40,000.

**Chicago, Breeder's Gazette, weekly.** \$2. Aver. circulation for year 1906, 70,000. For year ended Dec. 25, 1907, 74,755.

**Chicago, Commercial Telegraphers' Journal, monthly.** Actual average for 1906, 10,000.

**Chicago, Dental Review, monthly.** Actual average for 1906, 4,001; for 1907, 4,018.

**Chicago, Examiner.** Average for 1906, 649,846 Sunday, 175,000 Daily.

Guarantees larger circulation in city of Chicago than any two other morning papers combined. Has certificate from Association of American Advertisers.

Circulation for 1 Sunday, 717,681.

February, 1907: 1 Daily, 192,271.

Absolute correctness of latest circulation rating accorded the Chicago Examiner is guaranteed by the publishers of Rowell's Newspaper Directory.


**Chicago, Farm Loans and City Bonds.** Leading investment paper of the United States.



**Chicago, Journal Amer. Med. Ass'n, weekly.**  
Average for 1907, 52,217.

**Chicago, National Harness Review, monthly.**  
5,000 copies each issue of 1907

**Chicago, Record-Herald.** Average 1907, daily 151,564; Sunday 216,464. Only Chicago morning paper making detailed cir. statement.

 **The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.**

**Chicago, The Tribune** has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (©©).

**Joliet, Herald, evening and Sunday morning.**  
Average for year ending April 30, 1907, 7,871.

**Peoria, Evening Star.** Circulation guaranteed more than 21,000.

## INDIANA.


**Evansville, Journal-News.** Ar. for 1906, 16,899. Sundays over 18,000. E. Katz, S. A., N. Y.

**Indianapolis, Up-to-Date Farming.** 1907 av., 204,848. Published twice a month. 75c. a line.

**Notre Dame, The Ave Maria.** Catholic weekly. Actual net average for 1907, 26,112.

**Princeton, Clarion-News.** daily and weekly. Daily average 1906, 1,591; weekly, 2,548.

**Richmond, The Evening Item.** daily. Sworn average net paid circulation for nine months ending Sept. 30, 1907, 5,141. A circulation of over 5,000 guaranteed in all 1907 contracts. The item goes into 80 per cent of the Richmond homes. No street sales. Uses no premiums.

 **The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.**

**South Bend, Tribune.** Sworn daily average, 1907, 9,181. Absolutely best in South Bend.

## INDIAN TERRITORY

**Ardmore, Ardmoreite.** daily. Average for 1906, 2,145.

## IOWA

**Burlington, Hawk-Eye.** daily. Arer. 1907, 8,987. "All paid in advance."

**Davenport, Times.** Daily aver. Jan., 15,592. Circulation in City or total guaranteed greater than any other paper or no pay for space.

**Des Moines, Capital.** daily. Lafayette Young, publisher. Sworn average circulation for 1906, 41,751. Circulation, City and State, largest in Iowa. More advertising of all kinds in 1906 in 342 issues than any competitor in 365 issues. Rate 70 cents per inch. flat.

**Des Moines, Register and Leader**—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Average circulation for 1907, 50,476.

## KANSAS.

**Hutchinson, News.** Daily 1906, 4,260. Nov. 1907, 5,109. E. Katz, Special Agent, N. Y.

**Lawrence, World.** evening and weekly. Copies printed, 1906, daily, 3,778; weekly, 3,084.

**Pittsburg, Headlight.** dy and wy. Average 1907, daily 6,328; weekly 5,547.

## KENTUCKY.

**Lexington, Leader.** Ar. '06, avg. 5,157. Sun., 6,798; for '07, eve'g, 5,390, Sy, 7,102. E. Katz.

## MAINE.

**Augusta, Comfort.** mo. W. H. Gannett, pub. Actual average for 1906, 1,271,952.

**Augusta, Maine Farmer.** w'kly. Guaranteed, 14,000. Rates low; recognized farmers' medium.

**Bangor, Commercial.** Average for 1907, daily 10,018; weekly, 28,422.

**Madison, Bulletin.** wy. Circ., 1906, 1,581; for 1907, 1,699. Only paper in Western Somerset Co.


**Phillips, Maine Woods and Woodman.** weekly. J. W. Brackett Co. Average for 1907, 8,012.

**Portland, Evening Express.** Average for 1907, daily 18,514. Sunday Telegram, 8,555.

## MARYLAND.

**Baltimore, American.** Daily average for 1907, 75,652; Sun., 91,309. No return privilege.

**Baltimore, News.** daily. Evening News Publishing Company. Average 1907, 77,748. For January, 1908, 82,661.

 **The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.**

## MASSACHUSETTS.

**Boston, Evening Transcript** (©©). Boston's best table paper. Largest amount of week day adv.

**Boston, Globe.** Average 1907, daily, 181,544; Sunday 208,808. Largest circulation daily of any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.

**Boston, Post.** Average 1907, daily, 242,980; Sunday, 226,768. Not over two morning papers in the country equal this circulation. Including morning, evening and Sunday papers in comparison, not over six American newspapers approach the circulation of the Daily and Sunday editions of The Boston Post. "Grow with us in 1908."

**Holyoke, Transcript.** dy. Arer. 1907, 7,856. Only Holyoke paper examined by A. A.

**Lynn, Evening Item.** Daily sworn av. year 1906, 15,068; 1907, average, 16,523. The Lynn family paper. Circulation unapproached in quantity or quality by any Lynn paper.

**Wareham, L'Opinion Publique.** daily (©©). Paid average for 1907, 4,586.

## MICHIGAN.

Bay City, Times, evening. Average for 1907, 11,054 copies, daily, guaranteed.



Jackson, Patriot. Average December, 1907, 8,537; Sunday, 9,539. Greatest net circulation. Verified by Association of American Advertisers. Sworn statements monthly. Examination welcomed.

Saginaw, Courier Herald, daily, only Sunday paper; average for January, 1908, 14,391.

Saginaw, Evening News, daily. Average for 1906, 10,964; January, 1908, 20,797.

## MINNESOTA.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, pub. Aver. for 1907, 32,074.



Minneapolis, Journal, Daily and Sunday. (C). In 1907 average daily circulation, 76,861. Daily average circulation for Jan., 1908, 78,721. Average Sunday circulation for Jan., 1908, 74,685. The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any paper in its field and to reach the great army of purchasers throughout the Northwest. The Journal brings results.



Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1907, 54,362.

Minneapolis, Farm Stock, and Home, semi-monthly. Actual average 1905, 27,187; average for 1906, 100,266; for 1907, 108,588.



The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitable.



by Am. Newspaper Directory.

CIRCULAT'N Minneapolis Tribune W. J. Murphy, pub. Est. 1867. Old est Minneapolis daily. The Sunday Tribune average per issue for the year ending December, 1907, was 76,608. The daily Tribune average per issue for the year ending December, 1907, was 101,165.

St. Paul, Pioneer Press. Net average circulation for 1907—daily 85,718. Sunday 85,465.



The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

Winona, Republican Herald. Av. June, 4,616. Best outside Twin Cities and Duluth.

## MISSOURI.

Joplin, Globe, daily. Average 1906, 15,254. Nov. 1907, 17,011. E. Katz, Special Agent, N. Y.

St. Joseph, News and Press. Circulation 1907, 87,888. Smith & Thompson, East. Reps.

St. Louis, National Druggist, mo. Henry R. Strong, Editor and Publisher. Aver. 11 mos. 1907, 10,658 (C). Eastern office, 39 Maiden Lane.

St. Louis, National Farmer and Stock Grower, mo. Actual average for 1907, 104,666.

## MONTANA.

Missoula, Missoulian. Every morning. Average 12 months ending Dec. 31, 1906, 5,107.

## NEBRASKA.

Lincoln, Deutsch-Amerikan Farmer, weekly. Average 1906, 141,839.

Lincoln, Freie Presse, weekly. Actual average for 1906, 142,989.

## NEW HAMPSHIRE.

Manchester, Union. Av. 1907, 17,077, daily. N. A. Farmer and Weekly Union, 5,550, for '06.

Nashua, Telegraph. The only daily in city. Average for 1907, 4,271.

## NEW JERSEY.

Asbury Park, Press. 1907, 5,076. Gain'd average of one subscriber a day for ten years.

Camden, Daily Courier. Actual average for year ending December 31, 1907, 9,001.

Elizabeth, Journal. Av. 1904, 5,522; 1905, 6,515; 1906, 7,847; first 6 mos. 1907, 8,221.

Jersey City, Evening Journal. Average for 1907, 24,330. Last three months 1907, 25,928.

Newark, Eve. News. Net dy. av. for 1906, 68,022 copies; for 1907, 67,195; Jan. 69,829.

Trenton, Evening Times. Av. 1906, 18,227; aver. 1907, 20,270; last 3/4 yr. '07, aver., 20,409.

## NEW YORK.

Albany, Evening Journal. Daily average for 1907, 16,595. It's the leading paper.



Brooklyn, N. Y. Printers' Ink says THE STANDARD UNION now has the largest circulation in Brooklyn. Daily average for year 1907, 52,697.

Buffalo, Courier, morn. Av. 1907, Sunday, 91,447; daily, 51,604; Enquirer, even., 24,570.

Buffalo, Evening News. Daily average 1905, 94,690; for 1906, 91,745; 1907, 91,848.

Corning, Leader, evening. Average 1904, 6,238; 1905, 6,595; 1906, 6,555; '07, av., 6,245.

Mount Vernon, Argus, evening. Actual daily average for year ending Dec. 31, 1907, 4,460.

Newburgh, News, daily. Av. '07, 5,881; 4,000 more than all other Newburgh papers combined.

## New York City.

New York, Army and Navy Journal. Est. 176. Actual av. for '07, 9,894; av. Jan. '08, 10,121.

Automobile, weekly. Average for year ending Dec. 28, 1906, 15,312.

Bakers' Review, monthly. W. R. Gregory Co., publishers. Actual average for 1907, 5,784.

Benziger's Magazine, the only popular Catholic Family Magazine published in the United States. Circulation for 1907, 64,416; 56c. per single line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1906, 26,611 (C).

El Comercio, mo. Spanish export. J. Shepherd Clark Co. Average for 1907, 8,858—sworn.

Music Trade Review, music trade and art weekly. Average for 1907, 4,709.



Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1907, 7,269.

The People's Home Journal, 564,416 mo. Good Literature, 458,666 monthly, average circulations for 1907—all to paid-in-advance subscribers. F. M. Lupton, publisher, Inc.

The Tea and Coffee Trade Journal. Average circulation for year ending Dec. 1907, 8,801; Dec. 1907, issue, 10,500.

The World. Actual aver. for 1907, Morn., 545,442. Evening, 405,172. Sunday, 348,325.

Schenectady. Gazette, daily. A. N. Mecty. Actual average for '06, 15,809; for '07, 17,152.

Syracuse. Evening Her. & d. daily. Herald Co. pub. Aver. 1906, daily 25,206. Sunday 40,064.



Troy. Record. Average circulation 1907, 20,168. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica. National Electrical Contractor, mo. Average for 1906, 2,625.

Utica. Press, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1907, 14,839.

### NORTH DAKOTA.

Grand Forks. Normand. Av. yr. '06, 7,201. Aver. for year 1906, 8,180.

### OHIO.

Akron. Times, daily. Actual average for year 1906, 8,977; 1907, 9,551.

Ashabula. Amerikan Sanomat. Finnish. Actual average for 1906, 10,690.

Cleveland. Plain Dealer. Est. 1841. Actual daily average 1906, 72,919; Sunday, 82,869; Jan., 1908, 68,658 daily; Sun., 84,281.

Coshocton. Age, daily. Net average 1907, 2,796. Cash in advance circulation.

Dayton. Journal. First six months 1907, actual average, 24,196.

Springfield. Farm and Fireside. over 1/4 century leading Nat. agricult'l paper. Cir. 445,000.

Warren. Daily Chronicle. Actual average for year ending December 31, 1906, 2,634.

Youngstown. Vindicator. D. n. av. 07, 14,768; Sp. 10,017; LaCoste & Maxwell, N. Y. & Chicago.

### OKLAHOMA.

Muskogee. Times-Democrat. Average 1906, 5,514; First 6 mos. '07, 6,649. E. Katz, Agt., N. Y.

Oklahoma City. The Oklahoman. 1907 aver., 20,152; Jan. 1908, 21,890. E. Katz, Agent N. Y.

### OREGON.

Mt. Angel. St. Joseph's Blatt. Weekly. Average for September, 1907, 20,380.



Portland. Journal, daily. Average 1907, 28,805; for Dec., 1907, 29,835. The absolute correctness of the latest circulation statement guaranteed by Rowell's American Newspaper Directory.

Portland. Pacific Northwest, mo., average for 1907, 16,000. Leading farm paper in State.

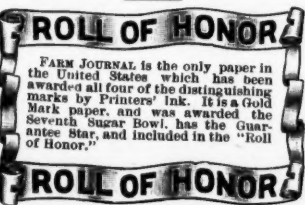
### PENNSYLVANIA.

Chester. Times, ev'g d'y. Average 1907, 7,640. N. Y. office, 220 B'way. F. R. Northrup, Mgr.

Erie. Times, daily. Aver. for 1907, 18,508; Jan. 1908, 18,467. E. Katz, Sp. Ag., N. Y.

Harrisburg. Telegraph. Stearns av. Dec., 14,885. Largest paid circula't'n in H'b'g or no pay.

Philadelphia. Connection's Journal. mo. Av. 1906, 5,470; 1906, 5,514 (©).



## "THE PHILADELPHIA

## BULLETIN' goes every even-

ing into nearly every Philadelphia home." The net paid average circulation for January was 250,180 copies a day. "THE BULLETIN'S" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

William L. McLean, Publisher.



Philadelphia. The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for 1907, 102,993; the Sunday Press, 124,006.



West Chester. Local News, daily. W. H. Hodgson, average for 1907, 15,687. In its 35th year. Independent. Has Chester County and vicinity for its field. Devoted to home news. Hence is a home paper. Chester County is second in the State in agricultural wealth.



Williamsport. Grit. "America's Greatest Family Newspaper." Average, 1907, 231,687. Circulated in over 15,000 small cities, towns and villages. Home circulation. Guaranteed.

York. Dispatch and Daily. Average for 1907, 18,124.

### RHODE ISLAND.

Pawtucket. Evening Times. Aver. circulation for 1907, 17,908 (sworn).



Providence. Daily Journal. 17,712 (©), Sunday, 24,178 (©). Evening Bulletin 27,061 average 1907. Bulletin circulation for 1908 over 45,000 daily.



Providence. Tribune. Aver. for 1906, 20,347. Even. 21,118; Sun. 16,329. Most progressive paper in the field. Evening edition guaranteed by Rowell's A. N. D.

### SOUTH CAROLINA.

Charleston. Evening Post. Actual av. average for 1907, 4,251.



Columbia. State. Actual average for 1906, daily (©), 11,287 copies; semi-weekly, 2,695; Sunday (©), 1906, 12,228. Actual average for 1907, daily (©), 18,052, Sunday (©), 18,957. Semi-weekly 2,907.



**Spartanburg, Herald.** Actual daily average circulation for 1907, **2,715**. Dec., 1907, **2,067**.

### TENNESSEE.

**Chattanooga, News.** Ar. 5 mos., end. Dec. 31, 1906, 14,707. Only Chattanooga paper permitting examination circulation by A. A. A. Carries more advg. in 6 days than morning paper 7 days. Greatest Want Ad medium. Guarantees large circulation or no pay.



**Knoxville, Journal and Tribune.** Week-day average year ending Dec. 31, 1907, **1,694**. Week-day average Jan. 24 in excess of **15,000**. The leader.

**Memphis, Commercial Appeal.** daily. Sunday, weekly. First six months 1907 av.: **41,782**; Sunday, **61,485**; weekly, **81,212**. Smith & Thompson, Representatives. N. Y. and Chicago.

**Nashville, Banner.** daily. Aver. for year 1906, **21,455**; for 1907, **36,206**.

### TEXAS.

**El Paso, Herald.** Nov. av., **8,461**. More than both other El Paso dailies. Verified by A. A. A.

### VERMONT.

**Barre, Times.** daily. F. E. Langley. Aver. 1906, **2,527**; 1906, **4,118**; 1907, **4,565**. Exam. by A. A. A.

**Bennington, Banner.** daily. F. E. Howe. Actual average for 1906, **1,980**; 1907, **2,019**.

**Burlington, Free Press.** Daily average for 1907, **8,415**. Largest city and State circulation. Examined by Asso. of Amer. Advertisers.

**Montpelier, Argus.** daily. Av. 1907, **3,126**. Only Montpelier paper exam. by A. A. A.

**Rutland, Herald.** Average 1905, **4,236**. Aver. 1906, **4,677**. Only Rutland paper exam. by A. A. A.

**St. Albans, Messenger.** dy. Av. 1906, **2,388**; aver. for 1907, **2,382**. Examined by A. A. A.

### WASHINGTON.

**Seattle, Post Intelligencer** (C). Ar., for Nov., 1907, net—Sunday **43,689**; Daily, **84,864**; week day **85,506**. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service greatest results always.

**Tacoma, Ledger.** Average 1907, daily, **18,506**; Sunday, **21,798**.

**Tacoma, News.** Average 1907, **16,525**; Saturday, **17,610**.

### WEST VIRGINIA.

**Revere, W. Va. News.** Wm. B. Blake & Son, pub. Aver. 1907, **2,524**.

### WISCONSIN.

**Janesville, Gazette.** Daily average for 1907, **3,671**; semi-weekly, **2,416**; Dec., '07, dy., **3,938**.



**Madison, State Journal.** dy. Actual average for 1907, **5,086**.

**Milwaukee, Evening Wisconsin.** Ar. 1907, **28,082** (C). Carries largest amount of advertising of any paper in Milwaukee.



**Milwaukee, The Journal.** eve., ind. Circ'n Dec., 1906, **46,157**; Dec., 1907, **52,985**; daily gain, **6,828**. Average for 12 months, **51,922**. The Journal, six days, carried more advertising in 1907 than did the leading morning daily, with its Sunday included, and practically double the amount, rates considered, of any other evening newspaper. The Journal reads all Milwaukee dailies in classified. Its city circulation equal to the combined city circulations of any three other Milwaukee papers.

**Oakesh, Northwestern.** daily. Average for 1907, **8,680**. Examined by A. A. A.

**Racine, Journal.** daily. Average for the last six months 1907, **4,876**.



### THE WISCONSIN AGRICULTURIST

**Racine, Wis., Estab. 1877.** Actual weekly average for year ended Dec. 30, 1907, **58,817**. Larger circulation in Wisconsin than any other paper. Ad. \$3.50 an inch. N. Y. Office. Temp. Cl. W. C. Richardson, Mgr.



### WYOMING.

**Cheyenne, Tribune.** Actual daily average for 1906, **5,126**; semi-weekly, 9 mos., '07, **4,294**.

### BRITISH COLUMBIA.

**Vancouver, Province.** daily. Average for 1907, **13,846**; Dec. 1907, **15,486**. H. LeClerque, U. S. Repr., Chicago and New York.

### MANITOBA, CAN.

**Winnipeg, Free Press.** daily and weekly. Average for 1907, daily, **86,852**; daily Jan. 1908, **85,055**; weekly av. for mo. of Jan., **86,770**.

**Winnipeg, Der Nordwesten.** Canada's German newspaper. Av. 1907, **16,546**. Rates 56c. inch.

**Winnipeg, Telegram.** Average daily, 1907, **22,866**. Weekly av. **19,687**. Flat rate, 3½c.

### QUEBEC, CAN.

**Montreal, La Presse.** Actual average, 1907, daily **105,328**, weekly **50,197**.

**Montreal, The Daily Star and The Family Herald and Weekly Star** have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Ar. cir. of the Daily Star for 1906, **60,954** copies daily; the Weekly Star **128,452** copies each issue.





# (◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 22,898 publications listed in the 1907 issue of Rowell's American Newspaper Directory, one hundred and twenty are distinguished from all the others by the so-called gold marks (◎◎).

## ALABAMA.

THE MOBILE REGISTER (◎◎). Established 1821. Richest section in the prosperous South.

## WASHINGTON, D. C.

Everybody in Washington subscribes to THE EVENING AND SUNDAY STAR. Average, 1907, 35,486 (◎◎).

## FLORIDA.

JACKSONVILLE TIMES-UNION (◎◎). Pre-eminently the quality medium of the State.

## ILLINOIS.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" journal for bakers. Oldest, best known.

THE INLAND PRINTER. Chicago. (◎◎). Actual average circulation for 1905, 15,866.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

## KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

## MAINE.

LEWISTON EVENING JOURNAL, daily, average for 1907, 7,784; weekly, 17,545 (◎◎); 7.4% increase daily over last year.

## MASSACHUSETTS.

Boston, Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎). Boston. The medium through which to reach textile mills using 1,885,000 horse power.

WORCESTER OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

## MINNESOTA.

THE MINNEAPOLIS JOURNAL (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

PIONEER PRESS (◎◎). St. Paul, Minn. Most reliable paper in the Northwest.

## NEW YORK.

BUFFALO COMMERCIAL (◎◎). Desirable because it always produces satisfactory results.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

CENTURY MAGAZINE (◎◎). There are few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

DRY GOODS ECONOMIST (◎◎), the recognized authority of the Dry Goods and Department Store trade.

ELECTRICAL REVIEW (◎◎) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly. Reaches the buyers.

ELECTRICAL WORLD (◎◎). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1907 was 18,394. McGRAW PUBLISHING COMPANY.

ENGINEERING NEWS (◎◎). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. 16,000 weekly.

THE ENGINEERING RECORD (◎◎). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. McGRAW PUBLISHING COMPANY.

HARDWARE DEALERS' MAGAZINE.

In 1907, average issue, 21,500 (◎◎). Specimen copy mailed upon request. D. T. MALLETT, Pub., 255 Broadway, N. Y.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

NEW YORK TIMES (◎◎). Largest gold mark sales in New York.

NEW YORK TRIBUNE (◎◎). Daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent retailer and purchasing power to a big-grade advertiser.

SCIENTIFIC AMERICAN (◎◎) has the largest circulation of any technical paper in the world.

STREET RAILWAY JOURNAL (◎◎). The foremost authority on city and interurban railroading. Average circulation for 1907 8,216 weekly. McGRAW PUBLISHING COMPANY.

VOGUE (◎◎) carried more advertising in 1908 than any other magazine, weekly or monthly.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

## OHIO.

CINCINNATI ENQUIRER (◎◎). In 1907 the local advertising was 33 1-5% more than in 1906. The local advertiser knows where to spend his money. The only Gold Mark paper in Cincinnati.

## PENNSYLVANIA.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily Press, for 1907, 102,993. The Sunday Press, 124,006.

## THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Best two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND.

PROVIDENCE JOURNAL (◎◎), a conservative enterprising newspaper without a single rival.

## SOUTH CAROLINA.

THE STATE (◎◎). Columbia, S. C. Highest quality, largest circulation in South Carolina.

## VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

## WASHINGTON.

THE POST INTELLIGENCER (◎◎). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

## WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin.

## CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,558, flat rate.

THE GLOBE (◎◎). Toronto, stands for both quantity and quality, as do few other papers on the continent.

# THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

## COLORADO.

**W**ANT advertisers get best results in Colorado Springs Evening Telegraph. 1c. a word.

## CONNECTICUT.

**M**ERIDEN, Conn., MORNING RECORD; old established family newspaper; covers field 60,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times, 5 cents a word. Agents Wanted. Half a cent a word.

## DISTRICT OF COLUMBIA.

**T**HE EVENING and SUNDAY STAR, Washington, D. C. (© ©), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

## ILLINOIS.

**T**HE CHAMPAIGN NEWS is the leading Want ad medium of Central Eastern Illinois.

**"**NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want ad" directory.

**T**HE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

## INDIANA.

### The Lake County Times Hammond, Ind.

An Up-to-Date Evening Paper. Four Editions Daily.

The advertising medium par excellence of the Calumet Region. Read by all the prosperous business men and well-paid mechanics in what has been accepted as the "Logical Industrial Center of America." Guaranteed circulation over 10,000 daily.

**T**HE INDIANAPOLIS NEWS prints every day every week, every month and every year, more paid classified (want) advertisements than all the other Indianapolis papers combined. The total number it printed in 1906 was 316,300, an average of over 1,900 every day, which is 126,920 more than all the other Indianapolis papers had.

### STAR LEADS IN INDIANA.

During last year the INDIANAPOLIS STAR carried 626.35 more columns of paid classified advertising than carried by its nearest competitor during the same period. The STAR gained 179.89 columns over 1906. During the past two years the STAR's circulation has exceeded that of any other Indiana newspaper. Rate, six cents per line.

## IOWA.

**T**HE Des Moines REGISTER and LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One-cent a word, m'thly rate \$1.35 nonp. line, dy. & 8y.

## MAINE.

**T**HE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

## MARYLAND.

**T**HE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

## MASSACHUSETTS.

**T**HE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.

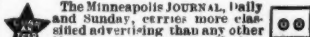


**T**HE BOSTON GLOBE, daily and Sunday, for the year 1907, printed a total of 446,736 paid "want" ads. There was a gain of 1,979 over the year 1906, and was 230,163 more than any other Boston paper carried for the year 1907.

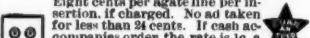


**30** WORD AD. 10 cents a day. DAILY ENTERPRISE, Brockton, Mass. Circulation, 12,000.

## MINNESOTA.



The Minneapolis JOURNAL, daily and Sunday, carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in Jan. 132,482 lines. Individual advertisements, 20,168. Eight cents per agate line per insertion, if charged. No ad taken for less than 24 cents. If cash accompanies order the rate is 1c. a word. No ad taken less than 2c.



**T**HE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

## CIRCULAT'N

**T**HE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.

by Am. Newspaper Directory

**S**T. PAUL DISPATCH, St. Paul, Minn., covers its field. Average for 1907, 68,671.

## MISSOURI.

**T**HE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

## MONTANA.

**T**HE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation daily for 1907, 11,084, Sunday, 15,990.

## NEBRASKA.

**T**HE AMERICAN FARM LIBRARY, Edgar, Nebr. Monthly. Circul. 25,000. Rate, 2c. per word.

## NEW JERSEY.

**J**ERSEY CITY EVENING JOURNAL leads all other Hudson County newspapers in the number of classified ads carried. It exceeds because advertisers get prompt results.

**NEWARK, N. J.** FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

**NEW YORK.**

**A**LBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

**B**UFFALO EVENING NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

**A**RGUS, Mount Vernon's only daily. Greatest Want Ad medium in Westchester County.

**P**PRINTERS' INK, published weekly. The recognized and leading want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

**OHIO.**

**I**n a list of 100 recognized classified advertising mediums, only two produced results at a lower cost than the CINCINNATI ENQUIRER. A word to the wise is sufficient.

**Y**OUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

**OKLAHOMA.**

**T**HE OKLAHOMAN Okla. City, 21,890. Publishes more Wants than any 7 Okla. competitors.

**PENNSYLVANIA.**

**T**HE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

**RHODE ISLAND.**

**P**ROVIDENCE TRIBUNE, morning and evening, 43,000, brings results, cost the lowest.

**SOUTH CAROLINA.**

**T**HE Columbia STATE (☉) carries more Want ads than any other South Carolina newspaper.

**CANADA.**

**T**HE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

**L**A PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 100,087, Saturdays 117,008—sworn to.) Carries more want ads than any newspaper in Montreal.

**T**HE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD AND WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

**TOM MURRAY, WHOM "PRINTERS' INK" MADE FAMOUS.**

When a man forms the habit of holding the coin close to the eye it is hard to tell him anything.

As an instance of the opposite kind may be cited the prosperity of one Tom Murray, of Chicago, who deals in men's wear and has one of the busiest stores in that city. Murray is a queer fellow. He writes advertisements with a big piece of blue chalk, and when he writes anything all Chicago talks about it.

As has been said, Murray is queer, which means that he doesn't do things

just as everybody else does. For instance, he's honest.

Once a man came into Murray's store to buy a hat. He picked out one that suited, and was told it was five dollars. The man paid the price. After he had gone the clerk discovered that the hat was only a three-dollar skypiece and told Murray. Murray said, "We must find the man and give him back his two dollars."

Pause here and consider that the man probably was satisfied, that he probably would not find out that he had paid too much, that the man's name was not known, nor his address. Did Murray think these thoughts—who knows? Maybe it wasn't simon-pure honesty that made him search for five weeks to give a man two dollars that Murray hadn't earned. Maybe Murray only realized the value of seeming to be honest. But he found the man and returned the two. Did he lose?

The man was so surprised to find himself successful where Diogenes had failed, that he went and told folks about Murray. Folks talked—really it was an amazing discovery. Finally the incident got into the papers and into PRINTERS' INK, and the two dollars that Murray paid back has probably bought him several thousand dollars' worth of the best kind of advertising. That two dollars is working yet—you can see it now, for the *Silent Partner* is much read in Chicago and many a man who reads these lines will look up Tom Murray.—*Silent Partner*.

**SETTING THE PACE AS A PRESS AGENT.**

What was supposed to be a game of chance at the Lyceum theater Saturday night at the close of the performance, in which a real live baby was ostensibly disposed of to the general public, has turned out to be a fake. The baby which Miss Mae Powers is supposed to have won proved to be her own child. Miss Powers is the maiden name of Mrs. George Dickerson, wife of the property man of the Lyceum theater, and the unfortunate child, who called out the Humane Society officers in its protection, is the "property" of Mr. Dickerson, although it is not included in the inventory of the Lyceum stock property.

The situation became apparent yesterday afternoon when S. L. Van Etten of the Humane Society, in company with another officer and an attorney, appeared at the home of Miss Powers, 40 Central Avenue, and demanded the custody of the child. The truth was disclosed after a dramatic scene at the home of Mrs. Dickerson had been enacted. When Mr. Van Etten attempted to secure the child Miss Powers, who in reality is Mrs. Dickerson, refused to give up the child. When the officers attempted to get it through course of the law Mrs. Dickerson went into hysterics, and Mr. Dickerson appeared on the scene just in time to clear up the situation.—*St. Paul Pioneer Press*.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING  
COMPANY, Publishers.

OFFICE: NO. 10 SPRUCE ST.,  
NEW YORK CITY.  
Telephone 4779 Brekman.

President, ROBERT W. PALMER.  
Secretary, DAVID MARCUS.  
Treasurer, GEORGE P. ROWELL.

The address of the company is the address of  
the officers.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

Is issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from electrotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

## ADVERTISING RATES

Advertisements 20 cents a line, pearl measure 15 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded. On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

New York, February 19, 1908.

THE goods that are good help to make the advertisement good.

A MULTITUDE of small pocket-books make a large volume of trade, and low prices draw them into activity.

THERE are too many advertisements that are just alike in superlativeness. When twenty firms in a town, of a single trade, declare—each one of them—that it alone has made the greatest cuts in prices, and has goods that are better than all the others, in quality, on which the cut is made, what are the readers of this advertising to conclude? Of course, nineteen of these firms are not telling the truth, and who can tell which one of the twenty is veracious? Better say less and have it true.

It is because we have so much to remember, and so much to forget, that you need to reiterate your story.

In a recent issue of PRINTERS' INK an item was reproduced from the house organ of a type foundry giving the cost of a page advertisement in various newspapers and magazines. The Kansas City *Star* was not included in the list, but a little figuring shows that a page in this paper, including insertion in the *Times*, its morning edition would cost \$638.40. The combined daily circulation is something like 275,000, and the price of the page for each thousand of circulation is about \$2.32. It would be interesting to know if there are other large dailies that show so low a rate.



On another page is reproduced a duplicate copy of the Guarantee Certificate which was issued to the *Evening Telegram*, of Portland, Oregon, under date of February 10, by Rowell's American Newspaper Directory. In each issue of the Directory, so long as the *Telegram* furnishes satisfactory statements of copies printed, made out in detail for the period of a year, the black Star shown at the head of this paragraph will appear in connection with the paper's rating, together with a sentence stating that the Directory publishers will pay the sum of \$100 to the first person who successfully controverts the accuracy of the latest statement published in the Directory. Sixty-five publications are now entitled to the Guarantee Star, and these have a badge of honesty superior to any certificate issued by "actuary," "blue book," or "association." Back of the Star Guarantee stands Rowell's American Newspaper Directory which has been working for honest statement of circulation for forty years. The name of this Directory carries more weight to-day with advertisers seeking information regarding newspaper circulation than any other force in the country.

THE Advertising Club of Sacramento, California, is another organization which holds weekly noonday meetings.

THE St. Louis Ad-Men's League will hold a big smoker tomorrow evening at the Planters' Hotel.

THE Philadelphia *Record* has prepared a series of nine souvenir post cards showing the making of a modern newspaper. The cards are printed in color and constitute an interesting group of illustrations upon a subject that has never been treated before.

*What's in the Magazines*, the little index to periodicals published monthly by the Dial Company, at Chicago, has suspended publication.

THOMAS B. WANAMAKER has retired from the firm of John Wanamaker, and the business will hereafter be conducted by John Wanamaker and Rodman Wanamaker.

"BUSINESS Counsel and Advertising" is the name of a new department which appeared in PRINTERS' INK for the first time last week. If sufficient interest is exhibited in it, the department will be continued. It is intended to make it contain matter of particular interest to retailers, and ought to be valuable in supplementing the Ready Made Advertisements.

At the monthly dinner of the New York Sphinx Club, last evening, addresses were made by J. Horace McFarland, of Harrisburg, upon "Why Billboard Advertising, as at present conducted, is Doomed," and Thomas Dixon, jr., upon "The New South and the New North."

W. F. HAMBLIN & Co., 42 East 23d street, New York, have just opened an office in Rochester, New York. N. F. Foote, until the first of this month with the J. Walter Thompson Co., will be in charge. Other additions this month to the Hamblin soliciting force are J. I. Eustis, formerly with the Frank Presbrey Co., and Ralph Eroo, who leaves the force of the Geo. McCracken Agency, of New York.

ACCORDING to the *Bookseller and Stationer and Canadian Newsdealer*, Australia has abolished the duty on such periodicals as contain advertisements exceeding in number of pages one-fifth of the reading matter contained within the outside covers of each number.

THE New Orleans *Item* has suggested the nomination of Charles H. Grasty, publisher of the Baltimore *News*, for vice-president on the Democratic ticket. If it were possible to keep nominations for the highest offices in the power of the people to bestow, out of the hands of practical, machine-made politicians, Mr. Grasty's friends would do well to use every endeavor to secure for him this honor. In Baltimore and Maryland he is justly popular as a man who "does things," and his name would add strength to the national ticket.

THE first edition of an annual almanac and year book of the new State of Oklahoma has been issued by the *Oklahoman*, of Oklahoma City. It is a volume of 272 pages, filled with information and statistics upon the State, its resources and industries. The sale is reported to have been so large that a second edition of 20,000 copies will probably be required to meet the demands. The book will be of value to advertisers seeking information about this sturdy young State, which already has four and a half million inhabitants within its boundaries. Seldom has a work of so pretentious a character as this one been issued by a paper no larger than the *Oklahoman*.

THE St. Paul *Daily News* has been elected to membership in the American Newspaper Publishers' Association.

THE Boston *Post* reports a gain of over ten per cent in advertising in January as compared with January, 1907.

THE New York *Tribune* has a new advertising manager in the person of J. B. Pinkham, who comes from the Chicago *Evening Post*.

THE Space Club of Chicago reports that a "straw" vote for next President gave Taft fifty-seven per cent of all the ballots. And this, too, from Uncle Joe's State!

CONGRESSMAN LAFEAN, of the Twentieth Pennsylvania district, recently banqueted 150 newsboys of York, upon the occasion of his birthday. Among his grown-up guests were the editors and managers of the York daily papers. The newsboys of this city are banded together in an association and have their own hall where meetings are held.

C. S. JACKSON, publisher of the *Oregon Journal*, has issued a convincing booklet regarding his paper and the territory in which it circulates. The first cover page is a reproduction of a first page of the *Journal*, and the pages within contain letters from local advertisers,—not letters of the time-worn, testimonial sort, but earnest, spontaneous praise for a good medium. At the back of the brochure is bound in a reproduction of a detailed statement of copies printed in 1907, upon a Rowell circulation blank. There is other information of an instructive character to an advertiser desirous of entering the Oregon field,—in fact, Mr. Jackson has produced a booklet that takes rank with the most noteworthy that have come to PRINTERS' INK this year.

THE February meeting of the Chicago Space Club was addressed by G. C. Marsh, of the Contractors' Supply and Engineering Company of that city, and J. Ellsworth Gross, who spoke upon the value of photography in advertising.

**Bond** If activity in the engraving field **Printing.** counts for anything, very reassuring impressions of the business situation result from some very interesting figures which the American Bank Note Company has compiled with reference to the printing of three bond issues which it recently turned out. This company is not a financial institution, but the character of its work in engraving bonds, stock certificates and other instruments requiring security is of such a nature as to render its prosperity rather a significant barometer of trade.

The actual physical preparation of bond issues calls for an amount of detail work which is not at all appreciated by the lay public. The responsibility which a bank note concern is called on to assume in turning out such issues is enormous. In the case of the three issues in question the work consisted in converting 25 tons of paper, worth a few thousand dollars, into bonds which lacked only the signatures to render them marketable for over \$100,000,000. These bonds, in their various stages of preparation, were in the company's custody for weeks. To insure their safety the sheets of which the issues consisted were counted many times, and the most thorough system of safe-guarding was adopted until the bonds were delivered to the issuing corporations. Some idea of the required detail work may be gained from the fact that there was used in the preparation of the three issues 47 tons of ink, 32 miles of wire stapling, and 158 miles of tape; 263,000,000 figures were placed on the bonds and there was required the affixing of 1,900,000 signatures and 1,580,000 seals.

THE advertising agency of Chappelow & Goe, St. Louis, is now called the Chappelow Advertising Company.

THE Advertising Club of Nashville, Tennessee, holds frequent midday luncheon meetings, which are addressed by members and also by men brought in from outside cities.

THE Indianapolis *News* has issued a little folder that is a success, in that it includes practically all the information regarding the city and paper that it is vital for an advertiser to know. The cover represents a night scene in front of a dwelling, through the window of which is pictured a man and woman reading newspapers. The window of the illustration is cut out and covered with transparent celluloid, which permits the view of the interior of the house. The folder, as sent to advertisers, is accompanied with a statement of circulation of the *News* for 1907, showing the manner of distribution.

#### "Money In Barrels."

The largest single insertion of one advertisement ever printed by a Pacific Coast advertiser probably appeared in the February issue of the *Pacific Monthly*. It was an eight-page inset, printed on enameled paper, in two colors, and including the cost of the plates and seventeen other two-inch single column advertisements scattered through the advertising section of the magazine calling attention to the big ad, cost the advertiser \$1,750. The advertisement was placed by the Chapman Advertising Company, of Portland, for the Western Cooperage Company. It is only part of the present campaign, which includes double pages, single pages and other large space in the principal Coast cities—one paper in a city—all the way from Los Angeles to Seattle. Under cover of this publicity will be placed a large issue of stock, bearing seven per cent interest.



The March issue of THE METROPOLITAN MAGAZINE carried 2,178 lines of Motor Advertising. This is an expression of appreciation on the part of Motor Advertisers.

See the "Good Roads" Department in each issue.

THE Des Moines *News* will, in the future, be represented by D. J. Randall, and J. S. Hildreth, eastern and western managers of the Scripp-McRae League.

THE printing plant of the *Technical World Magazine* in Chicago was burned January 27th and not even a piece of type was left from the fire. Ten days later the magazine forms were closed, with an entire resetting of editorial and advertising pages.

PRINTERS' INK wishes to purchase a few copies of the issues of January 15 and 22, the supply of which is entirely exhausted at this office. Copies of these issues, in good condition will be bought at five cents each. Twenty-five copies of each date will be purchased,—perhaps more, because many new subscribers desire to have the numbers back to the first of the year in order to have Mr. Collins' articles complete.



A PRINTED slip, upon which credit is given to the *Mercantile and Financial Times*, has been circulated among newspaper men and agencies,, announcing the death of Alfred B. Scott of the firm of Scott & Bowne. After the announcement has completed its brief reference to Mr. Scott and given assurance that the business will be continued the following paragraph bobs up:

In view of the continually increasing demand and recognition of the merits and efficacy of "Scott's Emulsion," the announcement of its continuation will be received with gratification by the interested trade and public.

### Advertising

Commercial clubs of 85 towns of a State. Minnesota have organized a State federation for the purpose of boosting Minnesota before the country. At a recent meeting for organization in St. Paul an experienced advertising man was elected secretary, and methods discussed for conducting a national advertising campaign. The State organization was the idea of C. P. Stine, secretary of the St. Paul Commercial Club, and it unites the three large cities and the small towns of the State on one proposition. The officers are: president, D. N. Neil, Red Wing; vice-presidents, John H. Harding, Elveth; Spurgeon Odell, Mankato; treasurer, Frank J. Meist, Minneapolis; secretary, C. L. Mosher, St. Paul.

A sliding scale of fees from \$5 for clubs in towns of less than 1,500 to \$50 for clubs in cities of 50,000 and over will provide some of the funds by which the work will be carried on.

A portion of the efforts will be directed toward making Minnesota known as an agricultural State. George Welch, State Commissioner of Immigration is authority for the statement that during the last few years a number of Minnesota farmers have moved to Canada or the southwest in search of wealth and have found that they had better farms at home. Efforts will be

made to present the large amount of good farm land yet undeveloped in the State, and to attract farmers and others induced to come. Minnesota has better land at cheaper prices than communities that are more extensively advertised, and the State intends to let the fact be known.

Minneapolis has adopted a municipal trademark and slogan which will be used by the business men on their stationery and heralded over the country. The copyrighted design consists of an oval, containing a view of the tower of the court house with "Minneapolis Makes Good" in the surrounding border. The design is the property of the Publicity Club of the city.

At the first annual meeting of the publicity committee plans were also urged for the raising of \$50,000 a year for five years to boom the city. Buttons, containing the trademark, will be made for members of the club and for free distribution. The Publicity Club was organized by a number of advertising men of Minneapolis in conjunction with business men.

### Are You a Notel?

Out in Cincinnati Ren Mulford, of the Blaine-Thompson Company has just coined a new word—"Notel"—which has been made familiar to the people in that city by advertising in the four local dailies. This company has been in charge of the advertising campaign of the Bell Telephone Company for over a year, and during 1907 there was an increase of over nineteen per cent in the telephone company's business. The new coinage, "Notel," is intended to define a person not enrolled as a telephone user, and it would not be at all surprising if the term came into more or less general use, in Cincinnati, at least. The advertising it has received has been of a novel character, and nowadays the people whom it defines are also of a peculiar sort, who really deserve to have a particular designation.



---

*Example:*

\$5.20 per year  
550,000 homes

---

\$2,860,000.00

---



**C** Home circulation pays advertisers.

The demand for nine-tenths of all general merchandise is created in *homes*.

Of Collier's entire circulation, 90% is paid for in advance, and delivered directly each week to homes—to the library table! The three millions of dollars paid to bring Collier's into these homes is Collier's share of their combined purchasing power. But it is only a faint indication of the millions which those same homes have to spend for general merchandise.

Are *you* getting *your* share of the money they have to spend for goods in *your* line?

---

## Collier's

*The National Weekly*

E. C. PATTERSON

416 West 13th St.  
New York City

Manager Advertising Department

1039 Marquette Bldg.  
Chicago, Ill.

---

## BUSINESS GOING OUT.

The C. E. Sherin Company, New York is placing some advertising for Duffy's Malt Whiskey.

The Connecticut Food Specialties Company will be put out next month in Connecticut newspapers.

The Hicks Agency, New York, is asking rates on one inch, one and two times a week, for a year.

The C. H. Fuller Company, Chicago, is doing some advertising for C. C. Shoemaker, of that city.

Nelson Chesman, St. Louis, has charge of the advertising of the Marmola Company, of Detroit.

The Magic Foot-draft Company of Chicago, is advertising through Mallory & Mitchell of Chicago.

W. F. Hamblin & Company, New York, have secured the account of the Victor Typewriter Company.

The C. H. Fuller Company, Chicago, is using ninety lines, one time, for the Foso Company (J. F. Stokes).

J. L. Stack, Chicago, is using six hundred lines, twenty-six times, for the Schlitz Brewing Company.

The Lesan-Gould Agency, St. Louis, is sending orders to weeklies for the St. Louis & Southwestern Railway.

The New Hudson River Line will advertise extensively through the Merrill Advertising Agency, New York.

The H. Sumner Sternberg Advertising Service is asking rates on twelve inches, two times, for three months.

The Hostetter Company, of Pittsburg, is using additional newspaper space for advertising Hostetter Bitters.

The Mrs. Cora B. Miller Company, Kokomo, Ind., is advertising through the C. H. Fuller Company of Chicago.

The James H. Johnson Advertising Agency, of Atlantic City, N. J., is placing some advertising for "Hindipoo."

A. R. Elliot, New York, is placing some advertising in sporting papers and magazines for Abercrombie & Fitch.

E. P. Remington, Pittsburg, is placing four inches, twice a week, for a year, for the American Medical Institute.

The Wallace Advertising Agency, Atlantic City, is placing advertising for the Hotel Traymore, of that place, on a cash basis.

The Texas Newspaper Agency, New York, is using one-quarter page space to advertise the National Manufacturing Company.

The Merrill Advertising Agency, Inc., New York City, is placing the advertising of the International Sleeping Car Company of New York City and London.

Small orders are going out to New York City papers for the Tiffany Studios, of New York, through the Frank Presbrey Company.

The Equitable Life Insurance Company, New York, will advertise its annual statement in a list of papers about the end of February.

Nelson Chesman, St. Louis, is using weeklies to advertise the Brown Shoe Company of St. Louis. Eighty lines, one time, is the space used.

E. P. Remington, New York, is placing the advertising of Hunyadi Janos, omitting a number of western papers from the list, however.

N. W. Ayer & Son, Philadelphia, will advertise the annual statement of the Mutual Life Insurance Company, in the last week of February.

The Language Phone Method Company, of New York, has closed contracts with newspapers through the Haulenbeek Agency, New York.

The Blaine-Thompson Company, Cincinnati, is placing ten thousand lines in a year in dailies for the Cooper Medical Company of Cincinnati.

The Bates Advertising Agency, New York, is sending out one hundred and fourteen inches to a list of small papers, to advertise "Clothcraft."

The Haulenbeek Advertising Agency, New York, will advertise Arcadia Tobacco and Milo Cigarettes for the Surbrug Company of New York.

The Employers' Trade Association, through the Lord Advertising Agency of New York, is using ninety-eight lines, one time in Sunday papers.

Copy for the Turco-American Glass Pipes, manufactured in Rochester, New York, is going out through W. F. Hamblin & Company of New York.

Albert Frank & Company, New York, are sending out two-page copy to about a dozen March magazines, for the Metropolitan Life Insurance Company.

The C. H. Fuller Co., of Chicago, is using three inches, twenty-six times in dailies, once a week, for the Brooks Rupture Appliance Company, of Chicago.

The Merrill Advertising Agency, Inc., New York City, is placing the advertising for the American Air Cleaning Company of Milwaukee, Wisconsin.

Albert Frank & Company, New York, is placing forty-seven lines, forty-five times, three times a week, for the North German Lloyd Steamship Company.

The H. Sumner Sternberg Service, New York, is using seventy-two line space for the catalogue department of R. H. Macy & Company. Ten-line copy in a large list of weeklies and monthlies is being placed for the same concern.

N. W. Ayer & Son, Philadelphia, are using six inches, eighteen times, every other week, for advertising Mica Axle Grease, made by the Standard Oil Company.

Arthur Howard, New York, is using one hundred line space in New York City papers, through Hamblin & Company, New York, to advertise jewelers' specialties.

W. F. Hamblin & Company, New York, is sending out orders to March magazines for the "All-Ways Razor," made by the Williams Sales Company, of New York.

N. W. Ayer & Son, Philadelphia, are sending out one thousand five hundred line orders to newspapers for the *Saturday Evening Post*, to be used in three insertions.

Six inch, double column copy is now going out to an increased list of dailies for Kahn, Wertheimer & Smith, through the H. L. Sternberg Service, of New York.

The advertising of C. S. Dent, of Detroit, formerly handled by N. W. Ayer & Son, of Philadelphia, is now placed direct. Geo. Devlin has charge of the department.

The advertising of the Morocco Tanners' Association will be handled by W. F. Hamblin & Co., of New York. Contrary to rumor, no newspapers will be used in the campaign.

Contracts with mail-order publications have been closed by the Haulenbeck Agency of New York, for the advertising of G. W. Walker of New York, and H. H. Brown of Hartford, Conn.

The Foster Debevoise Company, New York, is placing the advertising of Campbell's Soups, experimenting at present in the cities of Chicago, St. Louis, Pittsburg, Philadelphia and Boston.

#### BOSTON NOTES.

Mr. Kelsey of the *Youth's Companion* is contracting for large space in magazines and agricultural mediums for fall advertising. The business is placed through N. W. Ayer & Son.

S. A. Conover, manager of the Boston office of N. W. Ayer & Son, is taking up a list of newspapers for the advertising of Central Oil and Gas Stove Company. The advertising will run three months.

Allan Wood has closed the account of the Gordon Suspender Company and hereafter will place all their advertising. The plans are not fully completed but it is understood that newspapers of large circulation will be used.

The Boston News Bureau hereafter will place the advertising of Sederquist & Barry, formerly Curtis & Sederquist. A list is now being made up to cover New England. This agency is also placing the advertising of Keveney-Sawtelle Co.

The list for the advertising of Dwinell-Wright "Whitehouse Coffee" has been made up. It consists of eighteen publications of various kinds and is all closed up for the year. The account is going through A. T. Bond, 16 Central street.

Orders have gone out for the advertising of Cliequot Club Ginger Ale Company from the Boston office of the J. Walter Thompson Company. The contracts are for three full pages in the magazines appearing during the spring and summer.

Ivers & Pond have sent out orders for half pages in magazines in March. April and May will probably also be used. Mr. Guernsey, the advertising manager of this firm, makes up the list, and the orders go out from the J. Walter Thompson Agency.

Chester I. Campbell, 5 Park Square, is making up a list of newspapers throughout New England for the advertising of the Boston Automobile Show of which he is manager. The advertising will cover a month and large space will be used. The agency is not yet decided upon.

Orders are going out from the J. Walter Thompson Agency for the advertising of George Frost Company, Boston Garter, and Velvet Hose Supplier. The present orders are for four quarter pages in magazines. Orders will go out later for more space to run in the fall.

Herman Stevens of the Van Cleve Agency's Boston office places all the advertising of the Boston *Sunday Globe*. This advertising appears in most of the leading papers through New England generally in the form of reading notices, between three and five thousand lines of space being used during the year.

The O'Keefe Agency is making up the list for 1908 on the Winchester Repeating Arms Company, New Haven, Conn. A large list of magazines will be used for eight months as well as a number of agricultural mediums. This agency is sending out orders for Joseph McGreenery & Company, manufacturers of Poet Cigar.

Corey, Milliken & Company are making extensive plans for an advertising campaign during the coming year. The advertising will run three and one-half inches, every other day, for one year on financial page. They have always used a large list of papers but this year it will probably be increased. The account is handled by the Boston News Bureau.

Ellis & Dowst, 10 High street, have recently entered the field of advertising agents. They have full recognition from all newspapers and are placing considerable business. Among other accounts they are contracting for space for Austin Dog Bread and Austin Biscuit Company. They also do all the advertising for the Ginter Grocery Company and Packard & Field, "Korreck Shape Shoe."

## TO THE RETAILER.

One day when looking through a large factory I was taken down to the boilerhouse where the steam to drive the motive power for engines was generated. What attracted my attention the most was the automatic stoking arrangement. This arranged for a continuous feed of fuel to the fires under the boilers. This continual supply of a regular quantity of fuel is the secret of the economical and effective production of heat.

In retail business there is need of a continuous supply of advertising. Continuous not spasmodic. If the stoking of a boiler fire was not done at regular intervals and a big supply put on there would soon be a very serious diminution and waste of power.

Let us first take newspaper publicity. You arrange to spend a certain sum of money during the year. This will pay for a few large displays which would create an equal number of spurts in the rush of business. But that is about all that it would do. If you use a much smaller space, on the other hand, and let your advertisement appear as often as possible it will result in a steady amount of business which will increase as the year goes on. Newspaper space is valuable and requires to be carefully and thoughtfully used. Whatever line of merchandise you are interested in has plenty of good features that can be told to the public.

Take a small space in the newspaper which will reach the greatest number of the public from which you expect to draw your business and tell of the good qualities of your merchandise. Speak of the desirability of possessing or purchasing your stock. Draw attention to the superiority of your merchandise. Show plainly the advantages of trading at your store. In all these particulars be sure you stick to the plain unvarnished truth. Tell the same story over and over again in different words. Never have the same copy appearing twice. Keep

it fresh. It's no use sending copy to the newspaper once a month and never changing it during that period.

In your newspaper space you should say things that you would say to the customer who comes into your store. If you are at a loss what to say just spend a little time each day listening to the arguments used by your salesman. If these are effective in selling goods in the store they will be just as effective in selling goods through newspaper publicity. It is the continual repetition of your story in new words that will eventually impress upon the public the fact that when your class of merchandise is wanted your store is the place for it.

Never let the public have a chance to forget you. Be always at it telling them about your goods and your store. The newspaper of to-day is only good for a short time. As soon as the next issue comes out the previous one is dead.

Advertising should be store and merchandise news. What would you think of a newspaper which contained the same news paragraphs day after day? It would soon cease to be of interest to you and your daily cent or two cents would be spent on another paper.

A business man in our city stopped me in the street the other day and said "When I used to get the evening paper I looked for the latest news but now I always glance first to see what you have got to say." Get the public into the way of looking for merchandise news in your space and there will soon be a ready response to your appeals for their patronage. The writing of advertising copy becomes a pleasure and incidentally results in extra profits and popularity for the store for which it is got out. It is almost unnecessary to say here that the merchandise and the store must be in line with the advertising. This is a foregone conclusion.

♦♦♦

You sell twice as easily when you appeal to the eye as well as the ear.—  
*Modern Sanitation.*

—“TRULY DISTINCTIVE”—

# The Evening Times

THE ONE PAPER  
FOR TWO CITIES

**Pawtucket and Central Falls**  
**RHODE ISLAND**

The Times is New England's Largest One Cent  
Daily (12 to 20 pages).

The Times controls the advertising situation of  
Northern Rhode Island.

DAILY 1907 **17,903** COPIES  
CIRCULATION SWORN

Covering Pawtucket, Central Falls, all Northern  
Rhode Island and the Attleboros, Mass.

**Representing 130,000 Population.**

## We Offer

the services of a clean,  
well equipped advertising  
agency, working especially  
for Southern Advertisers.

**Correspondence Solicited**

**Armistead & McMichael,**  
**INC.**

ATLANTA, GA.      LOUISVILLE, KY.

There is no stronger home  
newspaper anywhere  
in Michigan than

## THE SAGINAW COURIER-HERALD

(40 YEARS OLD.)

*Home circulation* is an important  
asset and of exceeding value to pub-  
lisher and advertiser alike. It is  
necessary for production of mutually  
satisfactory results.

THE COURIER-HERALD is the only  
morning, only Sunday and only Re-  
publican daily in a strong Republican  
community, present population of  
which is 60,000.

1906 average was 14,397 net paid.  
Guaranteed by A. A. A. and recog-  
nized as true by American Newspaper  
Directory.

Rates are low. We will be glad  
to quote you.

**THE S. C. BECKWITH**  
**SPECIAL AGENCY**

Sole Agents Foreign Advertising  
CHICAGO - TRIBUNE BLDG. - NEW YORK

# The American Newspaper Annual FOR 1908 IS NOW READY

First prepared twenty-nine years ago for its own needs by the largest Advertising Agency in the country, this work has year by year grown into wider use, until to-day all advertising agencies, and practically all general advertisers, go by the facts which it presents in compact and convenient form. It is also in regular use by many men in many other lines.

The new volume contains 1,348 pages, and represents the continuous work of eight people, exclusive of pressmen, binders, etc. It lists more than 23,000 publications that carry advertising, giving location, age, size, price and other data concerning each. The circulations are given in plain figures as almost everybody believes they should be. It contains special up-to-date maps of every state and territory. It gives gazetteer descriptions of every newspaper town in the country. It has many special lists—of Dailies—of Magazines—of Class publications—of Journals representing every industry and trade.

There are several thousand changes incorporated in the present volume. No one should, therefore, expect more from an old copy of the book than they would from an old time-table.

The price of the book is \$5.00, carriage paid. You can have a prospectus if you wish it, but the book is better than any advertisement of it. Once put to use it becomes indispensable. Order a copy now and have the benefit of it the entire year.

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**N. W. AYER & SON, Publishers,**  
Philadelphia, Pa.

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**B**E G I N N I N G Thursday, February 6th, we increased the facilities of our Art Department by the addition of a night staff. This night staff is adequate in numbers, experience and versatility, to maintain the standard of quality associated with the name of The Ethridge Company in the minds of the advertising public.

The advertiser, or the advertising agent who finds himself at the close of business, or during the evening, to be in immediate and urgent need of a finished drawing or a series of rough sketches, will now have a place to turn for prompt and satis-

factory service, and to secure whatever he may need for inspection in the morning, or for shipment out of town that same night.

It should be stated that the establishment of this night staff is not an experiment, but is made necessary by the con-

stantly increasing pressure upon the resources of our Art Department.

At a time when business in general is not in a particularly flourishing condition a demand of this nature

and extent constitutes an impressive and significant tribute to the character of our work and the results which it produces.

# NIGHT & DAY

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## THE ETHRIDGE COMPANY

41 UNION SQUARE, NEW YORK



## **Mr. Kaufman's Decision**

Mr. Kaufman—head of the house of Chas. Kaufman & Bros., makers of Kaufman "Pre-Shrunk" Garments for men—has a story to tell in his advertising which he says is "different from that of any other ready-to-wear clothes maker."

He tells how "all the cloth that comes to the Kaufman tailoring establishment in Chicago is shrunk by the Kaufman 'Pre-Shrinking' Process, which takes all the shrink out of the cloth before it is made up into garments, so that the garments cannot shrink after they are made up and on your back."

"This 'Pre-Shrinking' Process," Mr. Kaufman says, "shrinks the cloth so that it keeps in shape and enables the Kaufmans to make garments that look just as stylish after months of wear as when new."

"This," Mr. Kaufman says, "means much to men who wish to look 'well-dressed' at all times—and only in Kaufman 'Pre-Shrunk' Garments can men be sure of this—because the Kaufman 'Pre-Shrinking' Process is used only in the great Kaufman tailoring establishment."

"No other clothes maker," Mr. Kaufman says, "can use this process, because it is owned and controlled by the house of Chas. Kaufman & Bros."

But—to have this story seen and read by men who will appreciate its importance and buy Kaufman "Pre-Shrunk" Garments as a result, it must be told where it will reach men.

And—here is the way Mr. Kaufman puts it:—

Mr. C. C. Vernam, General Manager Ainslee's Magazine,  
New York City.

Dear Sir:—At first, I did not take much stock in your claims for Ainslee's Magazine, but I have looked the matter up and find that you are right when you say that Ainslee's is bought and read by the very same people who buy and read general magazines.

And, of course, with a circulation of 730,000 copies per month (which I understand is the guaranteed circulation of "The Popular Trio" of magazines—of which Ainslee's is one) and an advertising rate of \$540.00 per page—which figures 74 cents per page per thousand of circulation—you must reach a greater number of readers at less cost than they can be reached any other way.

Therefore—as my advertising in your magazines will reach the very same men—the very same intelligence—and the very same buying power reached through general magazines—I have instructed my Advertising Agency to have Kaufman Advertising inserted in "The Popular Trio."

Very truly yours,  
Chas. Kaufman & Bros.





## Why He Made It

In looking up the advertising value of "The Popular Trio," Mr. Kaufman found that a maker of Loose Leaf Devices had gotten inquiries at a cost of .17 cents each from advertising in Popular Magazine, and that the sales made amounted to more than enough to pay for the advertising several times over.

Mr. Kaufman also discovered that a Safety Razor maker had gotten more inquiries, made more sales, and realized more profit, from a half-page advertisement in Ainslee's than from any other advertising in any other magazine.

He found that a Jewelry Concern advertising in about fifty magazines ranked Ainslee's "third," Popular "fifth" and Smith's "eleventh" in their list of "best profit producers."

A maker of Men's Underwear finds Popular Magazine "the best producer."

A maker of Garters had the same experience as the Underwear Maker, while a Diamond Importer, using 37 different magazines, placed Popular Magazine at the head of his list, Ainslee's "seventh," and Smith's "twelfth."

These facts proved to Mr. Kaufman that the sort of people he wishes to reach are readers of Ainslee's and the other magazines of "The Popular Trio," the circulation of which is—

Ainslee's	. .	250,000	copies per month
Popular	. .	330,000	copies per month
Smith's	. .	150,000	copies per month
<b>Total</b>	. .	<b>730,000</b>	<b>copies per month</b>

\$540.00 per page is the combined advertising rate of these magazines. Figured out, this is 74 cents per page per thousand of circulation.

And—as advertising space in other magazines costs from 15% more, to more than double "The Popular Trio" rate, per page per thousand of circulation, it is very clear that advertising in Ainslee's—or "The Popular Trio" of magazines—must reach the greatest number of buyers at the *lowest* comparative cost.

As an advertiser—do such facts interest you?

Do you not agree with us that NOW is the time to advertise—and that, in placing your advertising, NOW is the time to be governed by actual values, costs and—results?

We prove our belief—that NOW is the time of all times to advertise—by this advertisement to you. Meet us on this ground. Let us send you all the interesting facts about advertising in our magazines—"The Popular Trio."

General Manager  
7th Ave. and 15th St., New York City

# COMMERCIAL ART CRITICISM

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

Readers of *Printers' Ink* will Receive Free of Charge  
Criticism of Commercial Art Matter Sent to Mr. Ethridge

In no other character of advertising is it so essential to study the nature and treatment of the illustrations as in newspaper advertising. This is particularly true of copy which is used in

but the character of the drawing is such that in its reproduction it would be impossible to say whether she was handing him a drink or something else. No doubt the drawing itself looked



When you come home from your office fagged out—mentally and physically—you need a healthful stimulant—

**Pretoria**  
RYE

OF COURSE!

L. & A. Schell Distilling Co.  
St. Louis, U. S. A.

State Agents:

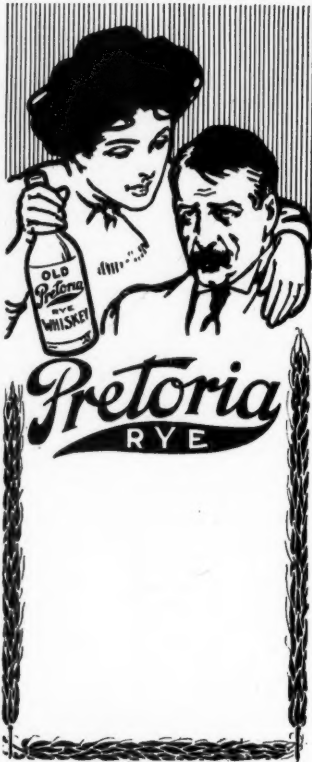
C. E. WOLF  
Dallas

CLIFF A. ADAMS  
Bryan

NO 1

national campaigns and is printed in all sorts of papers, from the fairly well printed to the most carelessly.

In this "Pretoria" Whiskey advertisement the illustration portrays a thoughtful woman bringing her tired husband a drink,



NO 2

very well, but it was not suited to the intended purpose.

In the illustration designated as No. 2, all useless features are eliminated. Few lines are used and the result is clear and clean cut—of a nature which will re-

produce well and print well almost anywhere.

Nothing is quite so effective as an advertisement whose illustration tells the whole story. Here is a little piece of copy, adorned by a most interesting and convincing picture.

It shows us a tomato tree—not plant but *tree*—which is twice as tall as a woman who looks to be at least of average height, and the fruit of which is as big as the woman's head.

Tomatoes like this are somewhat unusual, but their existence is not to be disputed, for here we have a picture of them actually

## 2 CENTS A MONTH

BEST FARM MAGAZINE PUBLISHED.



If you live or work on a farm or are interested in farming you can well afford 2 cents per month for Successful Agriculture. It is just what its name implies—tells you through the experience of others how to make a success of farming—the best, most practical, helpful farm-magazine published. Send 25c for Successful Agriculture for a whole year.

### TOMATO TREE FREE

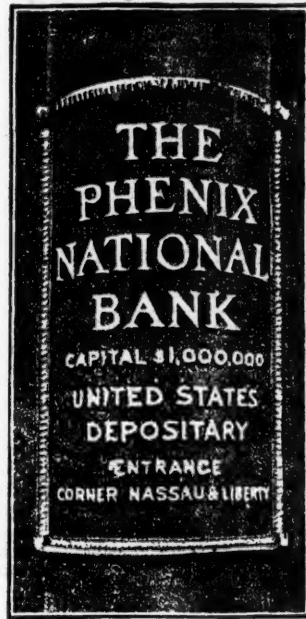
This tomato tree grows from 10 to 15 ft. high. If planted early will begin to ripen by July 4th. The flesh is firm and solid, almost seedless, fine grained clear through, and of the most delicious flavor ever found in a tomato. The fruit weighs from 16 to 24 ounces, and specimens have been grown weighing 3 pounds. Send names of two friends when you send 25 cents for Successful Agriculture one year and I will send you prepaid 2 packages of this great tomato seed free. LOUISE LOVERING, Co. Union Bk., St. Paul, Minn.

growing, of the size and in the manner described.

For various reasons which are well understood by everybody except babes in arms, this is a time when banks of the right sort should do the right sort of advertising. If they have a good story to tell they should by all means tell it. If they are sound, solvent, conservative and prosperous, they should make that fact known in no uncertain terms. If there are any reasons why they deserve the confidence and patronage of the public those reasons should be given.

Fully alive to the requirements of the situation the Phenix National Bank of this city nobly rises to the occasion by photo-

graphically reproducing a section of marble pillar, whereupon is superimposed a tablet of bronze,



or other metal, which informs the passer-by as to the presence of the bank on a certain corner and how to get into it.

A great deal of bank advertising is being done just now and much of it is fully as clever and convincing as this Phenix advertisement.

It is not an easy matter to show in one two-inch advertisement a complete menagerie of domestic and wild animals in characteristic attitudes. This advertisement of the Northwestern Hide and Fur Company does it much better than might be expected. Perhaps it would have been better done if it hadn't been done at all, but the effort is praiseworthy when the obstacles are considered.

Anyway, the advertisement says in plain terms, "Highest prices paid for hides and furs." This

shows what the advertisement is about and tells a rather comprehensive story in itself, which is

**HIGHEST PRICES**  
PAID FOR  
**HIDES**  
AND  
**FURS**

Buy Traps, etc., from,  
and Ship Your Hides,  
Furs, Felts, Wool, etc.,  
to the Old Reliable

**NORTHWESTERN HIDE & FUR CO.,**  
200-4 1st St. No. Minneapolis, Estb. 1890.

more than can be said for many more pretentious and beautiful ones.

Here is a patent attorney's advertisement which is typical of a familiar class. The industrious constructors of this kind of publicity are evidently of the opinion that if they can introduce enough heavy black into an advertisement, it is bound to do the work no matter how hard it may be to read.

The text of this piece of copy must, on account of the method of construction employed, be wedged in in all sorts of ways in

**PATENTS**  
secured on inventions rep-  
resented by other  
PATENT  
ATTOR-  
NEYS

**PATENTS**  
secured on inventions rep-  
resented by other  
PATENT  
ATTOR-  
NEYS

**PROCTOR BLDG.**  
**WASHINGTON, D.C.**

order to get it in at all, and the result neither looks well nor reads well—consequently it can hardly be expected to work well.

If the heavy black and white

display of the word "Patents" had been used as a headline and the rest of the space left for clean, clear type, the result would have been fully as strong and far more useful.

### STILL GOING UP.

The retail jeweler cannot impress too strongly upon the public's mind this positive fact that diamonds will continue to preserve their gradually increasing value, and this impression can best be made by good, strong newspaper advertising.—*Jeweler's Circular-Weekly.*

### Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (100 lines) for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted, double price will be charged.

### WANTS.

AGENTS wanted to sell ad novelties; 25¢ com. 3 samples, 10¢. J. C. KENTON, Owego, N. Y.

CARTOONIST—clever and original—desires to hear from newspaper. "F. M. B." Print. Ink.

ILLUSTRATED FARM SERVICE for dailies. Page mats or any way to suit. ASSOCIATED FARM PRESS, 118 Dearborn St., Chicago.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

AN ADVERTISING MANAGER, employed by a large establishment, wants to write copy regularly for a limited number of advertisers. Address "APPLETON," care Printers' Ink.

WANTED—Clerical position—young man (30)—in N. Y. publishing house or agency. Two years' experience; written references. "CLERICAL," P. O. Box 206, Madison Square.

ADVERTISING AGENCY REPRESENTATIVE—Can cover Western New York for large agency. Twenty years' newspaper and publishing experience. Write "PUBLICITY," 39 State Street, Rochester, N. Y.

"ADVERTISERS' MAGAZINE" should be read by every advertiser and Mail-Order dealer. Best "Ad School" in existence. Trial subscription, 10¢. Sample copy free. ADVERTISERS' MAGAZINE, 816 Grand, Kansas City, Mo.

WE WANT REPORTERS, with experience, news sense and good appearance. Pay, \$12 to \$18. Also want linotype operators and cylinder pressmen. Booklet No. 7 is free. FEINER'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

AN engineering journal, having a live, capable, salaried representative in Chicago, would be willing to give one-half of his time, on a weekly guarantee of \$17.50 and carfare, to a non-competitive publication. He is good on any kind of an ad proposition. Address "C. E.," Printers' Ink.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL Advertising and Business Expert 768 Metropolitan Annex, New York.

**WANTED**—Advertising men. Experienced Writers, Managers, Solicitors; also openings for executives, bookkeepers and accountants, with publishing experience. Write us today, stating age, experience and position desired. Service confidential. HAPGOODS, 305 Broadway, New York, or 1010 Hartford Building, Chicago.

## EXPERIENCED ADVERTISING MAN

wants a larger opportunity. Competent to take entire charge of an advertising campaign in an agency or office of manufacturer. Twenty years' experience. Prefers location in Boston or New England. Address "M.L." care Printers' Ink, 10 Spruce Street, New York.

**YOUNG MEN AND WOMEN**  
of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

**I** was traveling solicitor five years, during which time I originated all advertising and soliciting letters with good results. By working both office and field I got a good idea of what was good and what was bad. I seek connection with some firm in need of an advertising man of energy and resource and ideas that bring business. Vicinity of Boston or Portland, Me., preferred. Address O. J. HOLLIS, 620 Scarritt Building, Kansas City, Mo.

### BOOKS.

## Forty Years an Advertising Agent

BY GEORGE P. ROWELL.

The first authentic history and exhaustive narrative of the development and evolution of American advertising as a real business force; the remainder of the edition (published last year) is now offered for sale. About 600 pages, 5x8, set in long primer, with many half-tone portraits. Cloth and gold. Price \$2. prepaid. **THE PRINTERS' INK PUBLISHING CO.**, 10 Spruce St., New York.

### DISTRIBUTION.

## Mr. Advertiser, Can't You Use It?

**OUR LIST OF GUARANTEED DISTRIBUTORS** covering the United States and Canada like the dew. Our Men will Distribute your Advertising Matter anywhere and to any class of people FOR ONE-FOURTH THE COST OF MAILING. We will handle the business for you, or, if you prefer to make your contracts direct with our distributors, **WE WILL MAIL YOU OUR DISTRIBUTORS' DIRECTORY FREE**. **WE GUARANTEE AN HONEST DISTRIBUTION**, and will pay for matter not so distributed or destroyed.

**WRITE US NOW.** See if we can't do something together. References: Publishers' Commercial Union and Bradstreet.

**NATIONAL DISTRIBUTING CO.,**  
700 Oakland Bank Building, Chicago, Ill.

### PUBLISHING BUSINESS OPPORTUNITIES.

**UNUSUAL OPPORTUNITY.**  
Interest in strong publishing house,  
Whose name is household word,  
Can be bought by a party  
Who has good character and ability.  
\$100,000 cash required.  
Property pays good dividends.

**EMERSON P. HARRIS,**  
Broker in Publishing Property,  
253 Broadway, New York.

### PATENTS.

## PATENTS THAT PROTECT

Our 6 books for inventors mailed on receipt of 6 cts. stamps. **R. S. & A. B. LACEY,**  
Washington, D. C. Estab. 1869.

### FOR SALE.

**FOR SALE**—Two double-color English Wharfedale printing presses; prints sheet 27x43 in two colors. Now running and in perfect condition. **THE UNITED STATES PLAYING CARD CO.**, Cincinnati, Ohio.

**LARGEST JOB PLANT** in city of 40,000, doing \$1,500 a month, for sale on account of death of owner. Five thousand dollars cash; balance on easy terms.

Address **H. S. JEWELL**, Springfield, Mo.

**\$6,000 CASH WILL SECURE** two thirds interest in \$15,000 newspaper and job printing business in New England city of over 10,000 people. Balance deferred. Owner ready to retain part interest. Up-to-date equipment. All communications confidential. **NEWS-PAPER MEN'S EXCHANGE**, Springfield, Mass.

## NEWSPAPER.

One-half interest only. Democratic Weekly and fully equipped Job Office. Central New York; population, 10,000. Established in the '50's. \$3,000. Ill-health only reason.

**M. F. PEIRCE,**  
739 Parkwood Drive,  
Glenville, Ohio.

### COIN MAILER.

**\$2.60 PER 1,000.** For 6 coins \$3. Any printing. **\$2. ACME COIN CARRIER CO.**, Burlington, Ia.

### ADVERTISING NOVELTIES.

**EVERY conceivable kind**, from all manufacturers. **E. W. FRENCH CO.**, 1 Beekman St., opposite Postoffice, New York.

### PREMIUMS.

**THOUSANDS** of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue. (©) Greatest book of its kind. Published annually. 36th issue now ready; free. **S. F. MYERS CO.**, 47w. and 49 Maiden Lane, N. Y.

### BOOKLETS.

**BANKERS.** We have a booklet for Banks that should interest every Bank President and Cashier. They cost: 500, \$20; 1,000, \$25; 1,500, \$30; 2,000, \$35; 2,500, \$40; 5,000, \$65. Free sample to Banks only. **Printers' Ink Press**, 45 Rose Street, New York.

### SUPPLIES.

**OFFICE PASTE** prepared as needed. Bernard's Paste Powder mixed at will with cold water; cleaner, better and cheaper than mucilage. Two-lb. carton will supply average office 12 months. Mailed to any address for 60 cents; stamps. **BERNARD'S PASTE DEPARTMENT**, Rector Building, Chicago.

### COIN CARDS.

**\$3 PER 1,000.** Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

### PAPER.

**BASSETT & SUTPHIN,**  
63 Lafayette St., New York City.  
Coated papers a specialty. Diamond B Perfect! Write for high-grade catalogues.

### PRINTING INKS.

**MAKE** your own Printers' Ink. 10c. lb. Easy made; ingredients at all drug stores; no apparatus required. Recipe, six colors. \$1; black alone, 50c. **PROF. W. WALLS**, Joliet, Ill.

### PREMIUMS.

## SEED PREMIUMS FOR PUBLISHERS

Twenty-five years' experience. Big winners. Just what people want. Will make friends for you and me. Part pay taken in ad space. None is your time. Please write  
**A. T. COOK**, Seedsman, Hyde Park, N. Y.

## PRINTING.

**Y**OU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads; factory forms and booklets in large quantities. **THE BOULTON PRESS**, drawer 98, Cuba, N. Y.

## ADVERTISING AGENCIES.

- D.** A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal advg. exclusively.  
**I.** L. DOWDEN AGENCY, Kingston, Jamaica. All kinds of advertising.  
**H.** W. KASTOR & SONS ADVERTISING COMPANY, LaClede Building, St. Louis, Mo.  
**T**HE IRELAND ADVERTISING AGENCY, 1099 Tribune Building, New York.  
 925 Chestnut Street, Philadelphia.

**A**LBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago. Boston. Philadelphia. Advertising of all kinds placed in every part of the world.

**M**ANUFACTURERS' ADVERTISING BUREAU, 237 Broadway (opp. P. O.), New York. Ads in the **TRADE JOURNALS** our specialty. Benj. R. Western, Propr. Est. 1877. Booklet.

## PRESS CLIPPINGS.

**R**OMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

## HALF-TONES.

**W**HITE for samples and prices. **STANDARD ENGRAVING CO.**, 560 7th Ave., New York.

**P**ERFECT copper half-tones, 1 col., \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

**NEWSPAPER HALF-TONES.**

1 sq. 75c.; 3 sq. \$1; 4 sq. \$1.50. Delivered when cash accompanies the order. Send for samples.

**KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

**H**ALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. **P. O.**, Box 815, Philadelphia, Pa.

## ADVERTISING MEDIA.

**T**HE last issue of the American Newspaper Directory shows the **Troy (Ohio) RECORD** had an average circulation of 1,210 copies for 1906.

## MAILING MACHINES.

**T**HE DICK MATCHLESS MAILER, lightest and quickest. Price \$14.50. **F. J. VALENTINE**, Mfr., 178 Vermont St., Buffalo, N. Y.

## INDEX CARDS.

**I**NDIX CARDS for all Cabinets. Get our prices and samples. **THE BLAIR PRINTING CO.**, 912 Elm Street, Cincinnati, Ohio.

**THE MAN WHO WILL** send \$1 for Davids' Practical Letterer, complete instructions in Commercial Lettering with brush or pen; practical hints on photo-engraving and designing; **IS THE MAN WHO CAN** do good show card work. This book contains much information of great value to advertisers. **THADDEUS DAVIDS CO.**, 127 William St. New York. ESTABLISHED 1825.

# 4 YEARS FOR \$5

The subscription price of **PRINTERS' INK** is \$2 a year, but a four years' paid-in-advance subscription can be had for \$5, or four one-year subscriptions for four separate subscribers for the same sum, or twenty for \$20. Some intelligent newspapers find it a good investment to subscribe for copies for their local advertisers. It teaches them how to make their advertising pay, and to become larger and better advertisers.

## READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements. Ideas for window cards or circulars, and any other suggestions for bettering this department.

CHICAGO, Ill.

Editor Ready Made Department:

DEAR SIR—I have read a great many favorable comments on the "Rogers-Peet" style of advertising, but I have never seen why they have been instrumental in building up a big trade on their real advertising value.

Enclosed herewith find two single-column ads, one of the "Rogers-Peet's" and one of the "Hub's."

These appeared in the same paper, on the same day and on the same page, and I would be willing to gamble that the "Hub" sold more "Perrin's" at \$1.15 than "Rogers-Peet's" at 85 cents, on their ads.

What do you think?

Yours truly,

(Signed) C. W. ARTHUR.

It is quite possible, even probable, in my opinion, that "The Hub" ad sold more of Perrin gloves at \$1.15 than did the "Rogers-Peet" ad at 85 cents.

Everybody knows that the Rogers-Peet ads have been very successful and they are generally regarded as of a model style for appeals to the man who skims through his paper on the way to business and will not take in more than an eyeful of any one ad. I believe, however, that they are sometimes too brief for the best results, and that in this particular case The Hub had a decided advantage, in that its announcement gave some information as to how the gloves were made—styles, colors, etc. By so doing, it conveyed the idea of a complete assortment of styles, colors and sizes, which, of course, would be possible in a lot of 100 dozen, while it might not be with only 360 pairs. From reading the two ads, I think the average buyer, who knows little about the Perrin gloves, would conclude that The Hub was not only offering a better glove of the same make, but was also better prepared to meet a wide variety of requirements. And it is quite likely that The Hub's real advantage lay in having the better story to tell. Here are reprints of the ads. The dis-

play in The Hub ad is absolutely non-committal; the only things

**THE HUB**  
*Henry Le Lytton*



—the one

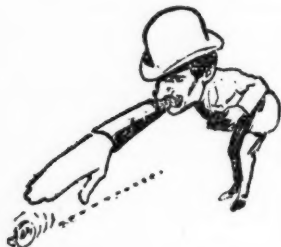
really and truly great  
glove opportunity of the  
new year. (Main floor.)

—entire

sample line of Perrin,  
Freres et Cie, consisting of  
over 100 dozens of the best  
hand sewn P X M and  
pique, in colt, suede, mocha,  
and cape goat gloves, in  
dress, street and driving  
styles, is offered at and be-  
low actual wholesale cost:  
colors are tar, orange, red,  
brown, gray, pearl and  
white, and every pair is of  
the unusual excellence de-  
manded in samples  
values up to \$3, all  
priced today **\$1.15**



which this ad divulges to the "skimmer" being the suggestion of gloves, which is conveyed by



It's like finding money in the street.

Perrin's walking gloves are famous—their value's fixed.  
360 pairs in tans.  
\$2 regular value.  
85c.

Radical reductions among youths' fancy overcoats, sizes 32 to 35, make tempting values.

**F. M. ATWOOD,**

Rogers, Peet & Co. Clothing,  
Hats and Furnishings.

Cor. Clark & Madison Sts.

the cut, and the price, which is in display figures at the bottom.

For a Florist. From the Bangor (Me.)  
Daily Commercial.

## Roses of All Colors

now abound in my gardens, truly the most beautiful blooms I've ever shown. 'Phone me the kinds you want; I will promptly send the choicest specimens and you can depend on their being in splendid condition. Prices very reasonable.

**SEKENDER,**

Conservatories: 32 Newbury  
St., (Two 'phones).  
Bangor, Me.

*A Mighty Sensible Talk for a Credit House to Put Up. From the Washington (D. C.) Star.*

## Credit—

and plainly marked prices seldom go hand-in-hand.

But here they do. And that is by no means the only difference between our methods and the "installment house" way of doing business. When you buy a bill of goods here you arrange the terms to suit yourself; you don't have to give notes or bonds, and you don't have to close the account before buying anything else. An account in good standing can be added to any time. We make no inquiries about you and give no information to any one about your dealings with us, except at your own request.

**PETER GROGAN,**

817-819-821-823 Seventh St.,  
Washington, D. C.

*Answers the Questions Most Likely to be Asked by the Prospective Purchaser. From the Albany (N. Y.) Evening Journal.*

## Fire!

Avoid risk to life and property by having your home and place of business sufficiently equipped with Fire Extinguishers. The one to use is without question the "Eastman," approved by the National Board of Fire Underwriters, and recognized by fire experts as the best on the market. The "Eastman" throws, to a distance of 50 feet, a quantity of chemicals, equal to 120 gallons of water, in putting out a fire. It is the only Extinguisher used by many prominent companies, among them the New York Central, who thoroughly investigated the different makes before deciding on the "Eastman." Why not drop in and see it?

We also have small Extinguishers made by the same company; sure to put out any moderate blaze if caught in time. Price \$2.

**ALBANY HARDWARE  
AND IRON CO.,**  
39-43 State Street,  
Albany, N. Y.

H. T. DIMICK,  
SHREVEPORT, La.

Editor Ready Made Department:

DEAR SIR—Inclosed find a series of wall paper ads for publication in your "Ready Made" department.

These ads were written by myself for the Smith Furniture Company of this city, and aim to sell wall paper on the merits of its effectiveness as a decoration.

Yours respectfully,  
(Signed) H. T. DIMICK.

Box 394.

These wall paper ads are good in a general way, but are lacking in the strength which comes from making more definite suggestions, with approximate estimates of the cost of carrying them out. For instance, following an ad like this (which happens to be the first of the series):

#### IMPROVE YOUR HOME WITH WALL PAPER.

Improve the appearance of your home by the use of tasty, pretty Wall Paper. At Two Dollars per Room and less, you can secure Wall Paper that is beautiful and attractive.

We carry a complete line of all grades of paper, from the cheaper to the finest made. Our prices range up from 4c. per roll.

You can find what you want in our mammoth stock far more readily than in that of the ordinary dealer. Call and see.

SMITH FURNITURE CO., LTD.,  
610-612-614 Texas Street.

I would start in with, say, the dining room, and make suggestions for different pleasing treatments, stating the cost of the scheme suggested for paper alone, to cover a room of average size, and estimating the cost of hanging. Several ads might be devoted to each room, each presenting the merits of a different kind or color of paper, or some distinctive treatment, and stating that an expert service is rendered in assisting the customer to find the color scheme that will be most satisfactory. The advantages of tastefully papered walls, their decorative and furnishing value, can be stated briefly in each ad, in a purely incidental way, and this will be the more effective because of being associated with a ready-made plan. Each ad might also carry a line or two at the bottom to the effect that other papers suited to the purpose can

be furnished at prices ranging from so much to so much, for a room of the size given, including the cost of hanging. Still other ads should describe the general characteristics of the papers suited to each room, general rules for avoiding discord between the papers in adjoining rooms, etc. To say that a certain paper is four cents a roll will help very few in determining the cost of covering a room, unless some estimate can be given as to how much wall surface a roll of the paper will cover, or how many rolls are required to paper a room of given dimensions. There is still another advantage in presenting definite schemes; it helps to sell the papers which you particularly want to sell; and as to general advice about papers and their application, it may not have a direct selling value, but should help to impress the prospective customer that you know your business and have a service to offer, which, to many, would be quite as valuable as the papers you sell. Here are two more from the series submitted, the second of which is along the right lines as to the service feature of the business:

#### WALL PAPER BEAUTIFIES THE HOME.

Properly selected Wall Paper will go further in making the home beautiful and attractive than any other form of decoration.

You know that a room will always look "shabby" with poor or worn out paper on the walls, no matter how fine your furniture, carpets, draperies, etc.

Suitable Wall Paper will make your rooms attractive even when your furnishings are of the less expensive order.

We carry the largest and most complete line of Wall Paper in this section of the country. Our prices range from 4c. up to several dollars per roll.

Come and look over our stock. We can help you to make a proper selection.

SMITH FURNITURE CO., LTD.,  
610-612-614 Texas Street.

#### LET US DECORATE YOUR WALLS.

There's a big difference in "just papering" and really decorating your walls.

When you "just paper" you cover the bare walls with anything called wall paper regardless of its decorative value.

When you decorate with proper

Wall Paper, you add many times to the attractive appearance of your home.

We carry a complete line of the latest decorative designs in wall paper, furthermore we can tell you how to apply them so as to get the full benefit of their decorative value.

Our prices are greatly diversified and are remarkably reasonable.

SMITH FURNITURE CO., LTD.,

610-612-614 Texas Street.

*What Everybody is Looking For, Right in the Headline—and How Much It Costs. From the Washington (D. C.) Star.*

### Tooth Brushes

that won't drop their bristles, 25c. to 50c. each. French and English brushes of the highest grade. Styles and sizes to suit all.

Lister's Dentifrice keeps teeth white and sound. Price, 25c.

W. S. THOMPSON PHARMACY,

Frank C. Henry, Prop.,  
703 15th Street,  
Washington, D. C.

*Good Any Time—Particularly Good Just Now. From the Morning World-Herald, Omaha, Neb.*

### Either Money or Mortgages

are in this office, representing every dollar of the money invested with us by our 7,700 stockholders. Our resources are examined at least twice a year—once by the State bank examiners, and once by a committee of our own board, in order that they may know that the above is always our condition.

Investments once made with us need not be disturbed for years, and the investors will receive regular semi-annual dividends thereon, which, thus far in sixteen years, have never been less than six per cent per annum. We invite the consideration of those seeking an absolutely safe investment and invite them to call for full information.

Present resources, \$2,740,000, reserve and undivided profits, \$83,000.

THE CONSERVATIVE SAVINGS AND LOAN ASSOCIATION,  
164 Harney Street,  
Omaha, Neb.

George F. Gilmore, Pres.  
Paul W. Kuhns, Sec'y and Treas.

*Thousands of Hardware and House-Furnishings Dealers Never Think of Advertising a Kitchen Scale. It is a Good Thing to Push Occasionally. From the Savannah (Ga.) Press.*

### Weigh the Goods!

See that you get what's coming to you when you buy provisions. We have a good line of handy and convenient Kitchen Scales that will give you correct weights. They are equipped with scoop and are just what is needed in the kitchen. Prices range from \$1.

EDWARD LOVELL'S SONS,

12 to 16 West State Street,  
Savannah, Ga.

*Boosting "Booze" at the Expense of Business. From the Kansas City Star.*

### We Were on the Water Wagon

and were so busy trying to keep the other fellows on that we forgot all about our adwritin' stunt. However, the clamorous insistence of an impatient public caused us to again present our literary bon mots, along with the offer of unprecedented bargains. Speaking of the water wagon, did you notice in the paper the other morning where a certain railroad insisted on its employees joining the white ribbon brigade? This is indeed amusin' when one pauses to consider that the nearest these railroad bosses ever get to aqua pura is when they water the stock, or when they top off a rye high ball. When these railroad high-mucky-mucks quit their champagne repasts, then we'll quit selling bargains—consequently you know you can look for good things here for a long time to come. This week it will be MOLDERS' TOOL.—every conceivable kind and size, all at our regular bargain prices.

JOE TIMMER,

The Tinner,  
And That "Ain't" Near All!  
Western Hemisphere—"In 2 Spots,"  
11 Central Ave.

507 Minnesota,  
Kansas City, Kan.

## BUSINESS COUNSEL AND ADVERTISING.

### HAVE YOUR STORE HEALTHY.

Sick departments cannot help along the general establishment, and as there is a cause of all human ills there is also a cause for all department ills. Many things may contribute to the fact that some one department is not making its percentage of profit.

It may be the man in charge, the location, the method of display, etc. It's contagious to have a sick department and the sooner it's off the hospital list the better for the whole establishment.

A foolish error on the part of the buyer or manager will often throw a department back so far that it's a long time catching up. An overstocking of goods will eat up the profits on a surprisingly large amount of salable merchandise. Frequent occurrences of this character warrant the dismissal of the head.

The public is very fickle and is very decided in its likes and dislikes. A department has been made more than once by simply moving it from the basement to the first floor. Display often has considerable to do with the success or non-success of a department. For instance, I never knew a certain store had a furnishings department until one day they had a very good window display. I was attracted, hunted up the department and have been buying a certain amount of my furnishings there ever since. That display, probably, had the same effect on many others, because I now notice the furnishings department gets a generous amount of window display periodically.

This argument might also appeal to the advertising as well. Possibly the non-productiveness of the department may be due to the lack of advertising or its quality. The general department of those in the department often has much to do with its condition.

I have waited as long as twenty minutes to have my wants at-

tended to while a particularly effusive salesperson talked another customer absolutely out of buying instead of otherwise by her voluble and meaningless patter. Silence is golden—often I have shifted from one leg to the other, hemmed and hawed until I was hoarse before I received any attention and naturally I steer clear of that department.

Inexperienced sales-people is another cause for loss of business. In buying photographic supplies one day the clerk advised me that a particular paper was printed by the aid of gaslight, and although he did not appear to be certain I accepted his word and bought the paper only to find that when I was ready to use it that the sun was the element necessary for results. Just then I wanted the paper, and wanted it badly, so that the clerk's mistake made a decidedly bad impression on me.

Another time a certain brand of hosiery was advertised, and seemed to suit my needs, but upon going through the store I did not find it prominently displayed and did not bother to ask where it was and came away without it. If this particular merchandise had been well displayed on that particular day—the one it was advertised—I would have purchased because I was in the proper state of mind to be convinced of its merits, but not sufficiently interested to trouble myself greatly to ascertain just where it was for sale.

Study the conditions of your department, the condition of your customers, of the market in general, and never give up trying to make this season show up just a little better than last. Keep on a full head of steam at all times because the minute the public notices the industry gauge dropping, that quick will they cease to supply their needs at your store.

# Duplicate

## ROWELL'S AMERICAN NEWSPAPER DIRECTORY



New York City, FEB 10 1908

RECEIVED of the Publisher of Evening Chicagoan, Portland, Oregon.  
*One Hundred Dollars*

for guarantee of circulation rating in Rowell's American Newspaper Directory.

THE PRINTERS' INK PUBLISHING COMPANY,

\$100.00

Publishers of Rowell's American Newspaper Directory.

### NOTES.

The absolute correctness of a circulating rating in *Rowell's American Newspaper Directory* can only be ascertained in the same issue of this book, issued upon a similar basis from the publisher of the newspaper, and the publisher of the *Directory* is not responsible for the accuracy of the rating. The guarantee is intended to show the newspaper publisher's willingness to (if only) pay the amount of one hundred dollars to the publisher of the *Directory* as a permanent deposit. The guarantee is intended to show the newspaper publisher's willingness to (if only) pay the amount of one hundred dollars to the publisher of the *Directory* as a permanent deposit. The guarantee is intended to show the newspaper publisher's willingness to (if only) pay the amount of one hundred dollars to the publisher of the *Directory* as a permanent deposit.